PARKING MANAGEMENT STUDY

DOWNTOWN NORTHAMPTON, MA

Prepared for:
CITY OF NORTHAMPTON

APRIL 24, 2015

WALKER
PARKING CONSULTANTS

PROJECT NO. 18-1267.00

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EXECUTIVE SUMMARY

Northampton has a busy downtown area that is home to several event venues, a vibrant retail and dining area, City offices and private businesses. The downtown attracts local and regional residents, tourists, and students from the many area colleges. Although the downtown is pedestrian oriented, there are enough people coming from long enough distances that cars are an integral part of the downtown landscape, and the ability to meet parking demand is important to the success of downtown businesses. Parking is crowded, and new developments are being planned. The City retained Walker to analyze the parking system with the following goals:

- To determine how parking is being utilized now, and whether there is capacity to accommodate current needs.
- To project the impact of future development on the parking system.
- To review the City's parking management approach and offer recommendations for improvements.

PUBLIC INPUT

The community provided input, both at a public forum and via an online survey. Almost 700 people responded to the online survey. Opinions ranged widely, as they typically do with parking. Key findings from the survey and public forum were:

- 47 percent of respondents cited on-street parking as their preferred parking, more than twice the number that selected the runner up (surface lots). On-street spaces only account for 20 percent of the total inventory; this is important in understanding why parking is perceived to be difficult: most people prefer to park in the scarcest spaces.
- Although price sensitivity was mentioned several times in the public forum and in meetings with staff, only 15 percent of respondents cited cost as the primary factor in deciding where to park. Nearly 50 percent cited proximity to a destination.
- In the public forum, several people articulated that the parking system is "stressful," citing difficulty of finding spaces, paying for spaces that require change, worrying about enforcement, etc. This is an important critique, and the recommendations in the report are designed with it in mind.

OCCUPANCY STUDY FINDINGS

Overall, the parking system had capacity on our survey days and that finding is consistent with informal observations made on other visits, and with information provided by staff. The off-street public parking reached its peak during the day on a weekday, with 83 percent of spaces occupied. On-street parking peaked on Saturday evening, with 81 percent of spaces occupied. The overall peak was during the day on Wednesday, with 72 percent of spaces occupied (the low occupancy rate in private lots brings the overall percentage down). Thus, under most typical conditions a driver should be able to find parking within a few blocks. However, the following areas are of concern:

- The central portion of Main Street is well beyond its effective capacity.
- On weekdays, the lots that allow long-term (employee) parking are near capacity, especially Union Station, Hampton Avenue and Old South Street.
- On weekends, Main Street is very crowded and short-term lots like Masonic Street and Strong Avenue are as well. Long-term lots and the Gare Garage/Armory Lot have capacity. In general, the Garage and Armory Lot tend to have capacity.
- The public parking areas north of Main Street are smaller and more crowded on a weekend evening than those south of Main Street. Crossing Main Street should not be a true impediment but large streets are something of a psychological barrier, and visitors may consider the north side more challenging.
- License plate inventories demonstrate that a significant number of spaces are used for longer than time limits allow. On Main Street, we estimate that at the peak daytime hour, upwards of 23 percent of spaces may be in use by cars staying three or more hours, which limits turnover for visitors. Many of the long-stay vehicles are likely employees.

FUTURE GROWTH

Two multi-family residential projects are in the development stages now, and more mixed-use residential development is anticipated. The City does not require parking to be built with residential developments. Using a development scenario provided by the City, we project that the parking system could be inadequate to meet demand in about six years, and obviously would become uncomfortably tight somewhat before that. Increased rail service will be an additional consideration, but there is not enough data for us to include that analysis.

We recommend looking into site feasibility for parking development, as the design process is lengthy.

RECOMMENDATIONS

Based on the occupancy and license data and public input, the following recommendations are designed to start re-balancing demand and to make the system less stressful. It should be noted that large rate increases would be needed on Main Street to reduce some of the crowding. We do not advocate a large, sudden rate increase, but recommend consistent small increases so that over time, a healthy differential is created between Main Street and less convenient resources, encouraging more parkers to seek out under-utilized resources like the Armory Street lot.

Short Term

- Increase the rate on Main Street from 75¢ per hour to $1 per hour now, and increase it by 25¢ annually to get to $1.50 over the next few years.
- Allow two-hour parking on Main Street, with signage clearly stating that no reparking on Main Street is allowed.

- Charge and enforce on Main Street until 8 p.m., but delay meter start times from 8 a.m. to 9 a.m.
- Consider joining the lots on the Masonic Lot block.
- Allow three-hour parking in the Armory Lot.
- Work with business owners to explore options to make more efficient use of under-utilized private lots.
- Allow three-hour parking at the Masonic Lot, with no reparking allowed.
- Change-making capacity or credit card acceptance on the surface lots would make these lots easier to use.
- Retain a signage and graphics consultant to improve wayfinding.
- Perform site studies to understand options and costs for potential garage sites.
- Sponsor a contest at the local universities to develop a downtown parking app.
- Work with downtown businesses to explore the possibility of a valet service for downtown businesses.
- Consider a cheap permit in peripheral lots for students of downtown trade schools. Permits should be strictly limited to periods of time when school is in session.
- Increase parking fines, and ensure that adequate enforcement staff is available to prevent abuse of the two-hour limit on Main Street. It is imperative to keep turnover happening.

<u>Longer Term</u>

- Phase out the free hour in the garage.
- Allow three-hour parking in the Masonic Street Lot.
- Consider upgrading to pay-by-plate meters as single- or multi-space meters start to need replacement. Pay-by-plate will allow off-street parking to be controlled by price more than time limits, which adds the flexibility the public is seeking. It will also allow for pay-by-cell, credit card acceptance, and other amenities to improve the parking experience.

PARKING ANALYSIS

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INTRODUCTION

The City of Northampton is a regional and tourist destination with an active and vibrant downtown. The downtown is home to private businesses, City offices and a dense retail/dining/entertainment district that keeps the area busy during evenings as well as during the day. Smith College is at the edge of downtown, and there are residential units within and surrounding the downtown core. Four other colleges in the surrounding area contribute to the high volume of foot traffic and cars.

The downtown is pedestrian-oriented and the relatively dense residential areas nearby, including the college, create a better ratio of walk-in traffic than might be the case in other cities of its size. However, there is enough drive-in traffic from surrounding communities, colleges and tourists to create heavy demand for parking in the downtown. Residents and business owners express concern about the difficulty of parking; while a walkable and pedestrian-friendly environment is important to the community, it is also recognized that a successful downtown retail environment relies on having sufficient parking to accommodate visitors from a wider radius. With those concerns in mind, and with an eye towards planning for the City's future, the City retained Walker to analyze the downtown parking system.

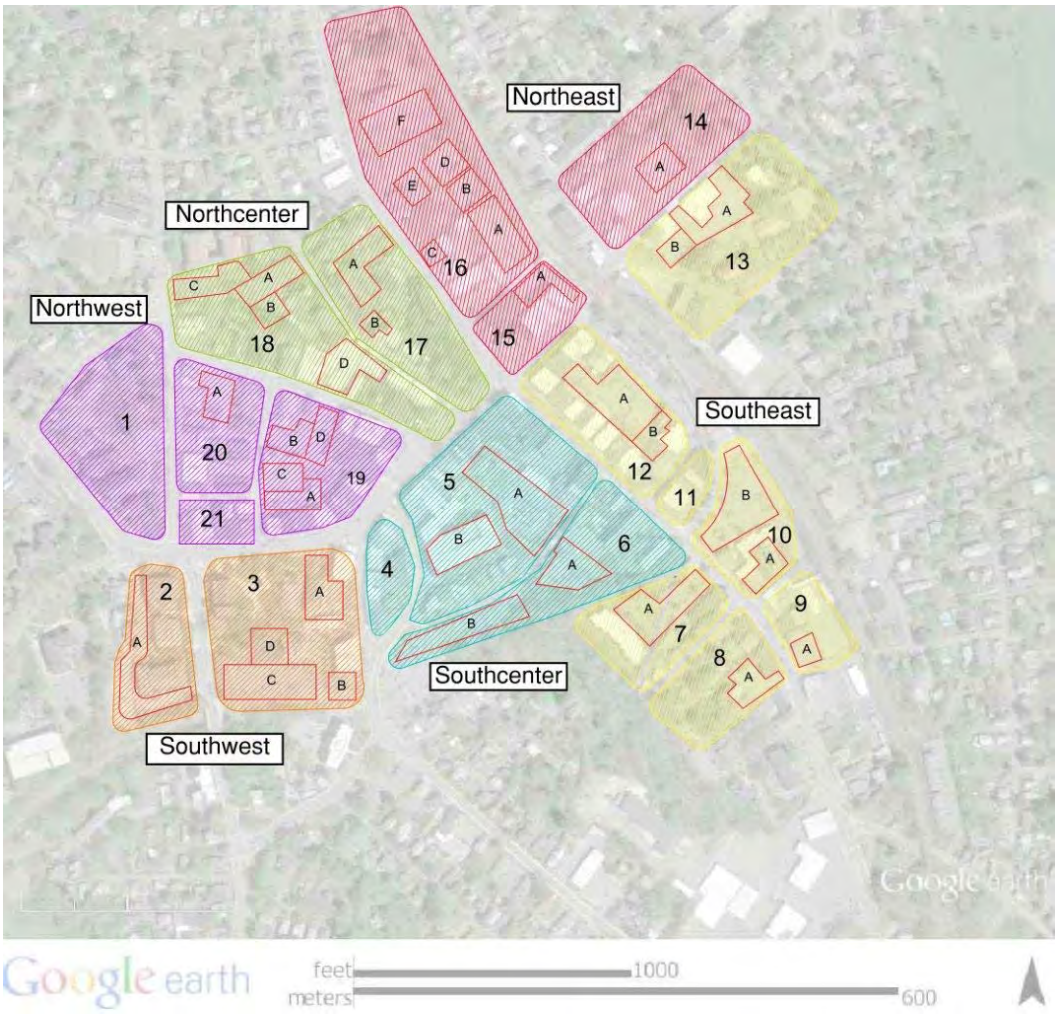
The goal of this study is to analyze the parking system from a quantitative and qualitative perspective and identify solutions that can help improve parking now and for the future, as train service to Northampton and the continued desirability of the downtown for residential development change the needs for parking.

STUDY AREA

The study area is outlined in the map that follows. Blocks have been numbered for identification in subsequent tables. Additionally, off-street parking facilities are lettered for referencing purposes. Sub-areas within the larger whole are highlighted in different colors.

Although not included in the study area, per the request of City staff our report looks informally at residential parking areas off Elm Street near Smith, and off Hawley and Market to the South and North (respectively) of Bridge Street.

Figure 1: Parking Study Area and Index



Source: Google Earth and Walker Parking Consultants, 2014.

PUBLIC PERCEPTION AND INPUT

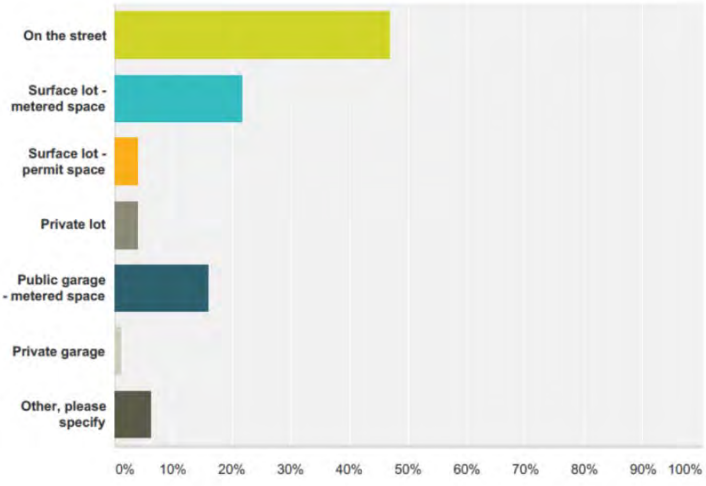
Public Input was solicited during a public forum and through an internet-based survey. Nearly 700 people responded to the online survey.

It would be unusual to receive public input on parking that was uniform in its perception of how well the system functions, and Northampton's respondents were as varied in their opinions as respondents anywhere. Many respondents felt that there is plenty of parking downtown, while others felt that it is such a hassle to find parking that they avoid coming to the area. Several people commented that parking is too expensive, while others appreciated the cheap rates. A few thought parking rates were too low. Some felt that the off-street lots were inconvenient, while others were pleased that parking was always available within a few blocks. Some praised the parking enforcement staff as courteous while others complained that they are difficult to deal with. Again, this sort of range from "it's fine" to "it's a mess" is typical, as parking is largely about perception. What is expensive to one person may seem cheap to another, and walking a few blocks from a lot might be a "no brainer" for some and a deterrent to others.

In addition to the three open-ended questions (what is best about the parking system, what is worst, do you have general comments) most of the survey was multiple choice, and with so many respondents gives an interesting snapshot of some key issues.

The survey supported a general truism in parking planning, which is that a majority of people prefer to park on-street, even though in some ways it is the most difficult parking because of the search around blocks, the time limits and the potential for a ticket. The garage, which has no time limits and is cheaper than on-street meters, is significantly less popular and this is likely a function of perceived inconvenience of the location.

Figure 2: Survey: Where Do You Prefer To Park?



The fact that 47 percent of respondents chose street parking as their preference – more than twice the number that chose surface lots, which came in second – is important, because on-street spaces only account for 20 percent of the total inventory, and only 34 percent of the inventory available to the public. It is a fair hypothesis that much of the perception that parking is "difficult" stems from the fact that the majority of people want to park in the scarcest spaces.

Of the people who responded that they prefer street parking, 68 percent prefer to park as close as possible to their destination, even if they must pay a meter, while 32 percent prefer to circle and maybe park farther away for cheaper parking.

Figure 3: Survey: If You Usually Park On The Street....

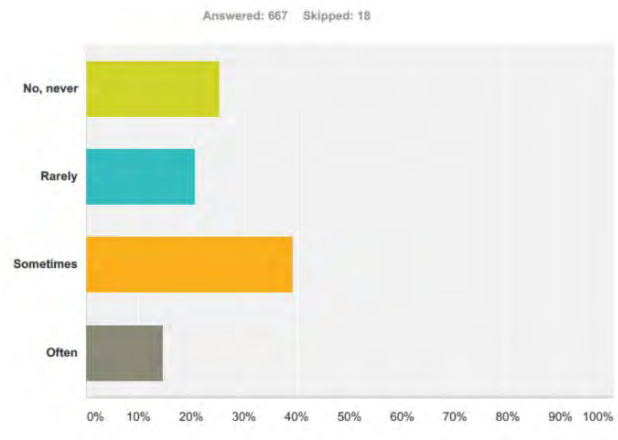
Answer Choices	Responses	
To park closest to your destination, even if it's a metered space	67.75%	416
To circle and maybe park a little farther away to get cheaper parking	32.25%	198
Total		**614**

A more general question about respondents' priorities in selecting parking, reinforces the emphasis on proximity over price:

Figure 4: Survey: What Factor Is Most Important In Deciding Where To Park?

Answer Choices	Responses	
Cost	15.05%	101
Proximity to destination	49.93%	335
Possibility of a ticket	19.08%	128
Physical condition of parking area	0.89%	6
Security	1.94%	13
Ease of access from the main roads	5.66%	38
Other, please specify	7.45%	50
Total		**671**

Figure 5: Survey: Where There Times You Decided Against Visiting Northampton?



In addition to the cost versus proximity issue, the chart above is also interesting in that it shows that the possibility of a ticket is more pressing for people than the cost of the actual parking. Concern about tickets is both an issue of cost and of convenience.

The concern shared by both sides, whether they think the overall supply is adequate or not, is that downtown businesses will potentially suffer (some respondents feel they already are) because of the crowding in the core area. People perceiving a lack of parking may stop going to businesses in the area. Respondents to the on-line survey supported that concern, as shown in the graph at left.

Enforcement was also mentioned several times. In addition to comments complimenting enforcement personnel, there were comments about them being over-zealous and ticketing

within a few minutes of a meter expiring. There were also comments both for and against an extension of the enforcement hours. Some people felt that an extension of enforcement hours would be fair since it would create the same rules for daytime and nighttime businesses, but others worried that it would hurt the restaurant businesses.

The comments we received inform the analysis and recommendations that follow.

CURRENT CONDITIONS

PARKING SUPPLY

The City supplied an inventory for public spaces, and additional inventories were done for privately owned parking facilities. Parking supply in the study area consists of the following:

On-Street Parking: Almost all metered and time limited within the study area, mostly a combination of one-hour meters (Main Street only), two-hour meters, and some ten-hour meters.

Surface Lots: There is a mix of public and private lots within the study area. The designations "public" and "private" have nothing to do with ownership, but rather with availability. A public lot is any lot available to the general public for free or for a rate – the TD Bank lot is public even though it is privately owned, whereas parking restricted to court personnel is private, even though it is owned by a public entity, because of the restriction to a certain group of users.

City-owned public lots are a mix of short-term (two-hour) and long-term parking. Short-term lots include Masonic Street, Strong Avenue, Armory Street and part of the Roundhouse Lot. Long-term lots include the James House Lot, the public portion of Union Station, most of the Roundhouse Lot, and the Hampton Avenue and Old South Street Lots. Private lots are for customers or employees of a specific property.

Structured Parking: The EJ Gare garage offers time-unlimited parking with the first hour free. There are some permit parkers in the garage as well. The upper level of the Gothic Street Garage is restricted at all times to Police Department Vehicles and is excluded from our analysis. The lower level is private during weekdays, when it is restricted to Court employees, but public evenings and weekdays.

Table 1 shows the breakdown by block and by type.

Table 1: Parking Supply

Block	30 Minute Inv	1 hour Inv	2 hr/Gen'l Inv	10 hr Inv	Unlimited/free Inv	On-Street Total Inv	Off-Street Public Inv	Private Inv	Total Inv
1	0	21	35	0	0	56	0	0	56
2	0	0	0	12	0	12	0	91	103
3	4	12	13	0	0	29	178	63	270
4	0	10	0	0	0	10	0	0	10
5	11	24	14	0	0	49	452	17	518
6	0	0	9	0	0	9	100	75	184
7	0	0	0	4	0	4	0	59	63
8	0	0	0	7	0	7	0	24	31
9	0	0	7	0	0	7	0	19	26
10	0	0	10	0	0	10	111	46	167
11	0	0	12	0	0	12	0	0	12
12	0	11	32	0	0	43	64	53	160
13	0	14	0	0	0	14	0	87	101
14	0	0	0	0	9	9	0	50	59
15	0	19	10	0	0	29	0	37	66
16	0	0	28	0	0	28	0	249	277
17	0	0	24	0	0	24	0	137	161
18	0	9	76	0	0	85	92	56	233
19	0	40	13	0	0	53	87	69	209
20	0	0	44	0	0	44	0	49	93
21	0	4	5	0	0	9	0	15	24
Total	15	164	332	23	9	543	1,084	1,196	2,823

Notes:
(1) Garage inventory is the parking supply available during our counts, when spaces were out of service for restoration work on the roof. The normal inventory would be 66 spaces higher than shown.
(2) A few facilities, most notably the Gothic Street Garage, switch from private during the weekdays to public at night and on weekends. The inventory above shows the night/weekend inventory, but individual occupancy count tables are time-specific.

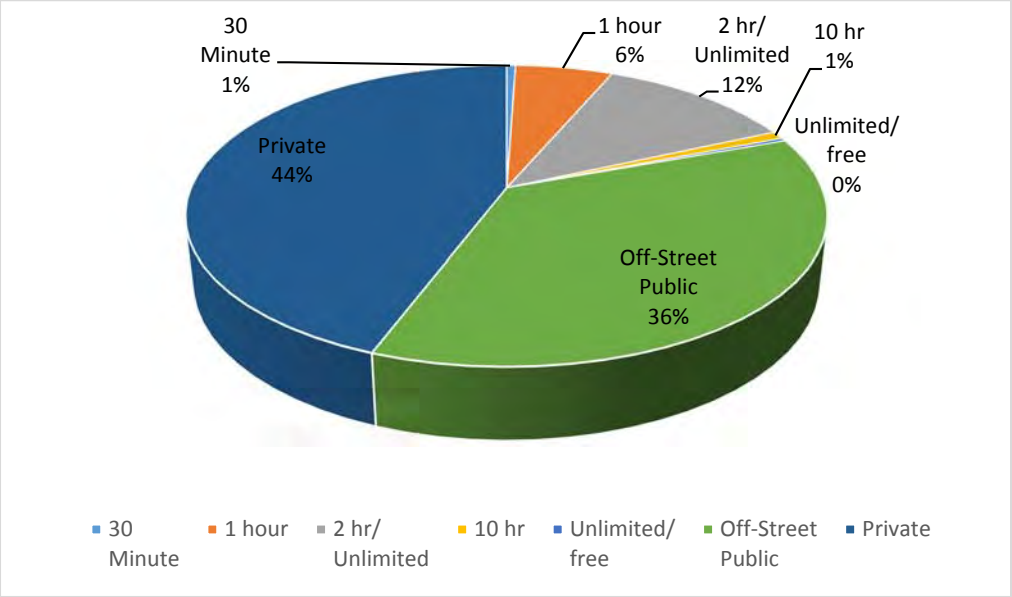
Source: City of Northampton and Walker Parking Consultants, 2014

A full inventory of all lots and block faces is included in Appendix A.

The chart below shows the breakdown of inventory by space type. Note that on-street parking accounts for about 20 percent of the total, but is the most desirable parking. This is a fundamental issue in any parking system – people prefer the convenience of on-street parking but it is necessarily limited in supply. It is also notable that private parking accounts for 44 percent of the supply[1].

[1] During weekdays. Evenings and weekends it is 42 percent, as the Gothic Street Garage becomes public.

Figure 6: Breakdown of Parking Inventory by Type



Source: Walker Parking Consultants and City of Northampton, 2014

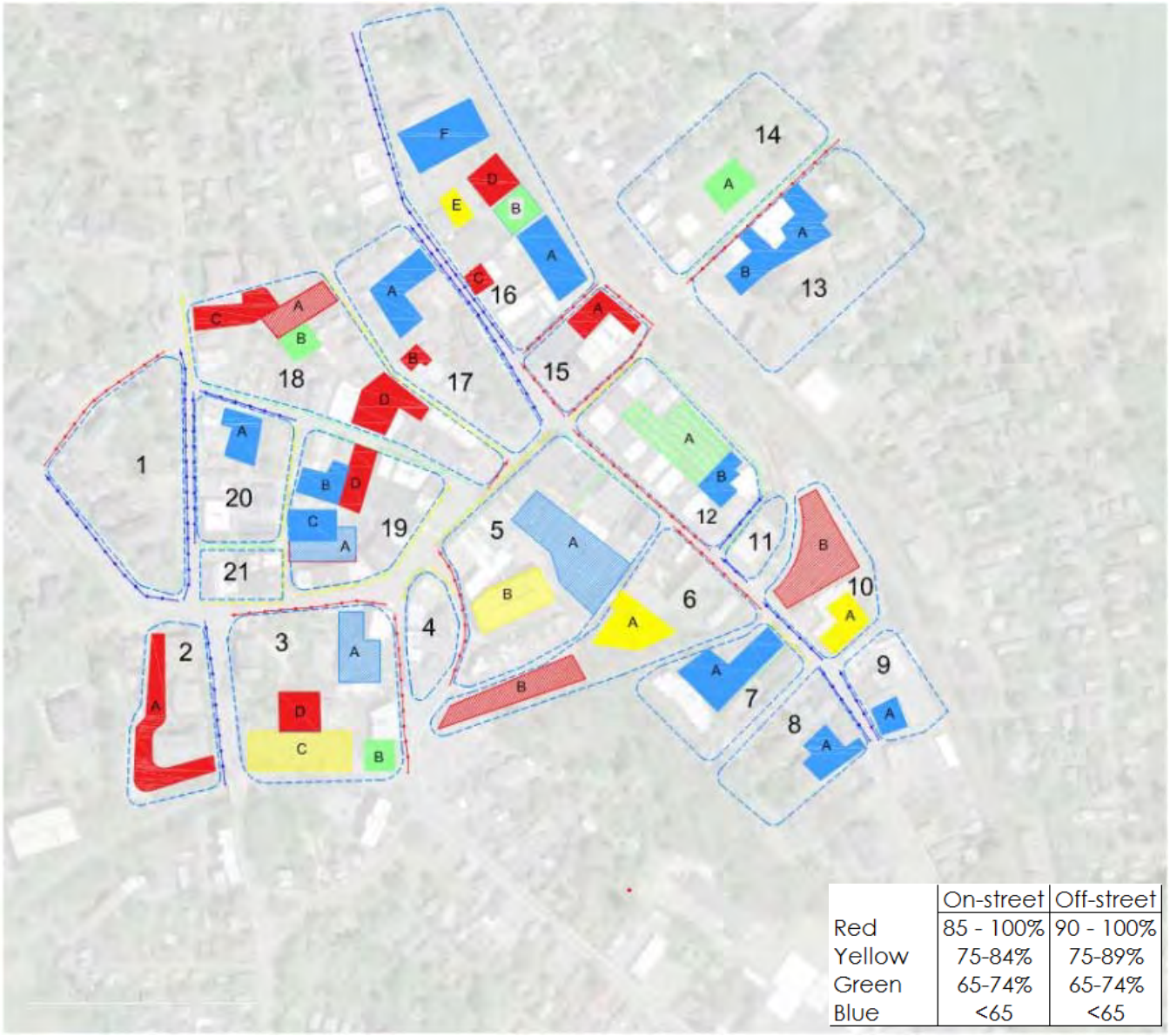
OCCUPANCY COUNTS

To understand parking patterns under typical conditions, occupancy counts were conducted on a typical autumn weekday and Saturday (Wednesday November 5 and Saturday October 25). We understand from City staff that fall is a busy time due to leaf season and the influx of students to area colleges. The survey days were deemed representative of typical conditions, insofar as no special events or school holidays were in effect and there were no weather problems. A Saturday was selected when there were events at the Iron Horse (7 pm and 10 pm) and at the Academy of Music (7:20 – 9:00).

Weekday counts were taken starting at 9:00 am, 1:00 pm and 7:00 p.m. Weekend counts started at 1:00 pm and 7:00 pm. Counts last for 1½ to 2 hours. Parking demand peaked in the afternoon, with an overall occupancy rate of 72 percent.

It is important to note that even on a survey day deemed "typical," there can be some variations from the usual patterns.

Figure 7: Peak-Hour Occupancy - Wednesday



Source: Google Earth and Walker Parking Consultants, 2014

Table 2: Wednesday Daytime Counts

	On-street Total			Off-Street Public			Private			Total				
Block	Inv	AM Occ	PM Occ	Inv	AM Occ	PM Occ	Inv	AM Occ	PM Occ	Inv	AM Occ	PM Occ	AM % Occ	PM % Occ
1	56	33	32	0	0	0	0	0	0	56	33	32	59%	57%
2	12	8	7	0	0	0	91	75	88	103	83	95	81%	92%
3	29	19	24	178	126	145	63	50	53	270	195	222	72%	82%
4	10	7	8	0	0	0	0	0	0	10	7	8	70%	80%
5	49	39	40	452	299	357	17	13	13	518	351	410	68%	79%
6	9	5	9	100	98	96	75	68	56	184	171	161	93%	88%
7	4	3	3	0	0	0	59	28	23	63	31	26	49%	41%
8	7	5	2	0	0	0	24	6	3	31	11	5	35%	16%
9	7	2	4	0	0	0	19	14	11	26	16	15	62%	58%
10	10	3	2	111	109	111	46	41	38	167	153	151	92%	90%
11	12	2	7	0	0	0	0	0	0	12	2	7	17%	58%
12	43	19	34	64	43	47	53	24	23	160	86	104	54%	65%
13	14	13	13	0	0	0	87	45	35	101	58	48	57%	48%
14	9	6	6	0	0	0	50	34	34	59	40	40	68%	68%
15	29	18	26	0	0	0	37	35	35	66	53	61	80%	92%
16	28	17	18	0	0	0	249	129	130	277	146	148	53%	53%
17	24	9	12	0	0	0	137	71	82	161	80	94	50%	58%
18	85	55	67	49	49	49	99	89	91	233	193	207	83%	89%
19	53	45	41	87	74	64	69	31	29	209	150	134	72%	64%
20	44	38	25	0	0	0	49	36	31	93	74	56	80%	60%
21	9	8	7	0	0	0	15	8	10	24	16	17	67%	71%
Total	543	354	387	1041	798	869	1239	797	785	2823	1949	2041	69%	72%
% Occupied		65%	71%		77%	83%		64%	63%		69%	72%		

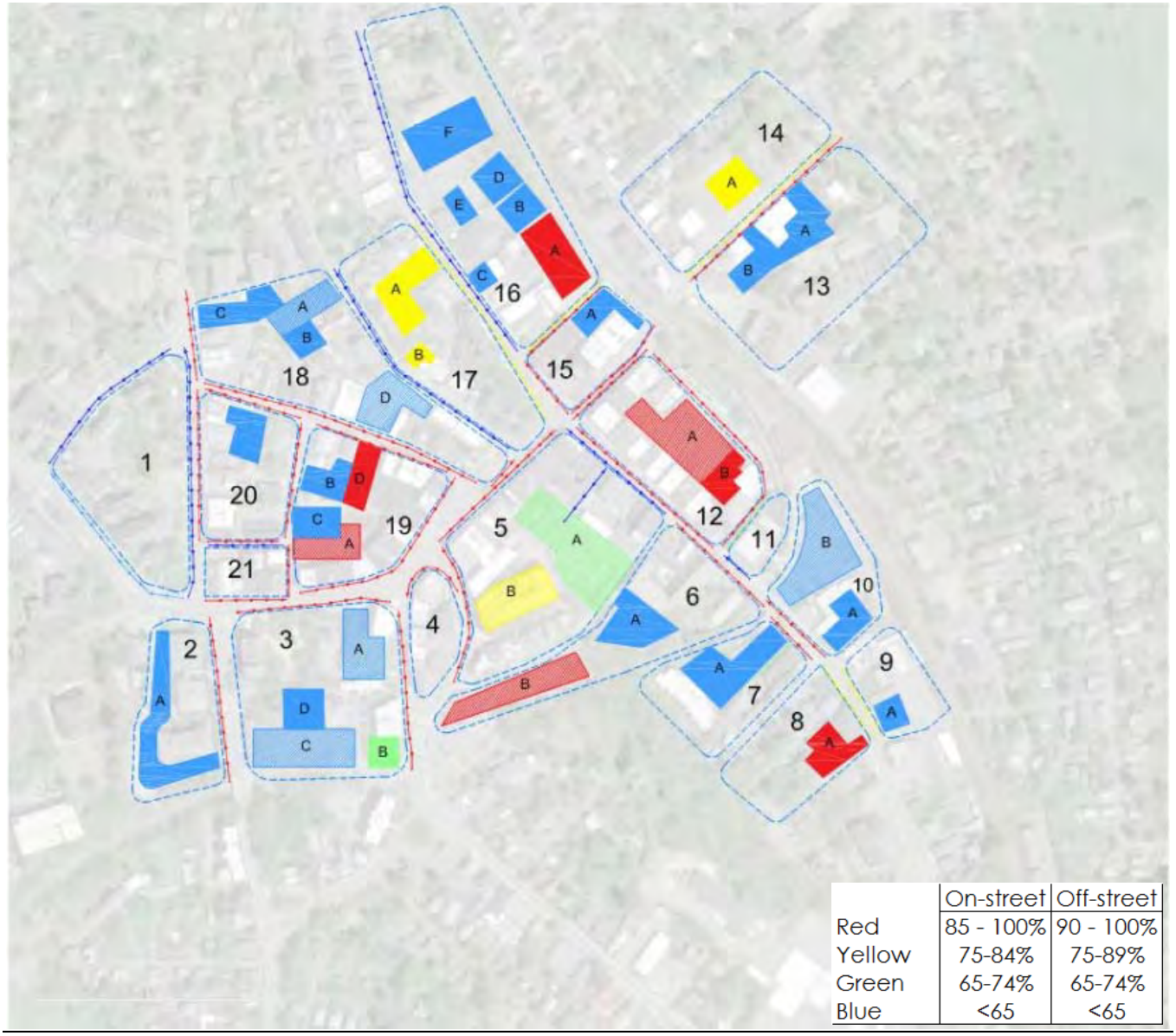
Source: Walker Parking Consultants, 2014

Table 3: Wednesday Evening Counts

	On-Street Total		Off-Street Public		Private		Total		
Block	Inv	Eve Occ	Inv	Eve Occ	Inv	Eve Occ	Inv	Eve Occ	Occ %
1	56	17	0	0	0	0	56	17	30%
2	12	10	0	0	91	71	103	81	79%
3	29	28	178	62	63	14	270	42	16%
4	10	8	0	0	0	0	10	8	80%
5	49	37	452	236	17	2	518	39	8%
6	9	9	100	79	75	56	184	65	35%
7	4	2	0	0	59	26	63	28	44%
8	7	4	0	0	24	12	31	16	52%
9	7	5	0	0	19	0	26	5	19%
10	10	9	111	48	46	24	167	33	20%
11	12	9	0	0	0	0	12	9	75%
12	43	42	64	57	53	15	160	57	36%
13	14	6	0	0	87	30	101	36	36%
14	9	3	0	0	50	41	59	44	75%
15	29	25	0	0	37	27	66	52	79%
16	28	23	79	74	170	19	277	42	15%
17	24	17	0	0	137	58	161	75	47%
18	85	52	92	10	56	23	233	75	32%
19	53	48	87	41	69	26	209	74	35%
20	44	37	0	0	49	14	93	51	55%
21	9	8	0	0	15	11	24	19	79%
Total	543	399	1163	607	1117	469	2823	868	31%
% Occupied		73%		52%		42%		31%	

Source: Walker Parking Consultants, 2014

Figure 8: Peak-Hour Occupancy - Saturday



	On-street	Off-street
Red	85 - 100%	90 - 100%
Yellow	75-84%	75-89%
Green	65-74%	65-74%
Blue	<65	<65

Source: Google Earth and Walker Parking Consultants, 2014

Table 4: Saturday Occupancy Counts - Daytime

Block	On-Street Total Inv	On-Street Total Occ1	Off-Street Public Inv	Off-Street Public Occ1	Private Inv	Private Occ1	Total Inv	Total Occ1	Occ1%
1	56	32	0	0	0	0	56	32	57%
2	12	11	0	0	91	23	103	34	33%
3	29	18	178	84	63	17	270	119	44%
4	10	8	0	0	0	0	10	8	80%
5	49	44	452	393	17	4	518	441	85%
6	9	11	100	99	75	57	184	167	91%
7	4	3	0	0	59	35	63	38	60%
8	7	4	0	0	24	10	31	14	45%
9	7	6	0	0	19	5	26	11	42%
10	10	9	111	84	46	13	167	106	63%
11	12	7	0	0	0	0	12	7	58%
12	43	35	64	59	53	23	160	117	73%
13	14	13	0	0	87	15	101	28	28%
14	9	7	0	0	50	33	59	40	68%
15	29	20	0	0	37	24	66	44	67%
16	28	27	0	0	249	95	277	122	44%
17	24	14	0	0	137	120	161	134	83%
18	85	60	49	14	99	16	233	90	39%
19	53	47	87	58	69	8	209	113	54%
20	44	28	0	0	49	49	93	77	83%
21	9	4	0	0	15	7	24	11	46%
Total	543	408	1041	791	1239	554	2823	1753	62%
% Occupied		75%		76%		45%		62%	

Source: Walker Parking Consultants, 2014

Table 5: Saturday Evening Occupancy Count

Block	On-Street Total Inv	On-Street Total Occ2	Off-Street Public Inv	Off-Street Public Occ2	Private Inv	Private Occ2	Total Inv	Total Occ2	Occ2%
1	56	23	0	0	0	0	56	23	41%
2	12	11	0	0	91	50	103	61	59%
3	29	24	178	92	63	20	270	136	50%
4	10	10	0	0	0	0	10	10	100%
5	49	41	452	360	17	4	518	405	78%
6	9	9	100	99	75	47	184	155	84%
7	4	4	0	0	59	34	63	38	60%
8	7	6	0	0	24	23	31	29	94%
9	7	6	0	0	19	11	26	17	65%
10	10	9	111	47	46	23	167	79	47%
11	12	8	0	0	0	0	12	8	67%
12	43	41	64	63	53	53	160	157	98%
13	14	14	0	0	87	29	101	43	43%
14	9	7	0	0	50	43	59	50	85%
15	29	28	0	0	37	19	66	47	71%
16	28	18	79	76	170	29	277	123	44%
17	24	19	0	0	137	118	161	137	85%
18	85	63	92	16	56	15	233	94	40%
19	53	52	87	82	69	9	209	143	68%
20	44	40	0	0	49	21	93	61	66%
21	9	9	0	0	15	6	24	15	63%
Total	543	442	1163	835	1117	554	2823	1831	
% Occupied		81%		72%		50%		65%	

Source: Walker Parking Consultants, 2014

PARKING ADEQUACY SUMMARY

EFFECTIVE PARKING SUPPLY

When we evaluate the ability of a parking system to accommodate demand, we do not assume that every last space in the inventory can be used efficiently. When occupancy rates are very high, people have a difficult time finding the last few spaces, and circulation problems ensue. Also, there are inevitably mis-parked vehicles, minor construction, or other obstructions that prevent every last space from being used. Therefore, we consider a parking system to be at its "effective" capacity before it reaches 100 percent occupancy.

The analysis of the parking system uses a reduced, or "effective" supply, adjusted to account for the circulation and operation cushions needed to make the system run smoothly. The reduction is 5 to 15 percent of the supply, depending on the following factors:

- Capacity – Scattered surface lots operate less efficiently than a more compact facility, such as a parking structure, which offers consolidated parking in which traffic generally passes more available parking spaces in a more compact area. Moreover, it is more difficult to find the available spaces in a widespread parking area than a centralized parking facility.
- Type of users – Monthly or regular parking patrons can find the available spaces more efficiently than infrequent visitors because they are familiar with the layout of the parking system and typically know where the spaces will be available when they are parking.
- On-street vs. off-street – On-street parking spaces are less efficient than off-street spaces due to the time it takes patrons to find the last few vacant spaces. In addition, patrons are typically limited to one side of the street at a time and often must parallel park in traffic to use the space.

In the current analysis, on-street parking is adjusted by a 15 percent effective supply factor, because of the relative difficulty of finding an open space while negotiating traffic. Public and private off-street parking are both adjusted by 10 percent. Adjusting the inventories and comparing these effective supplies to the occupancies during the weekday and weekend peaks, we see areas where the supply is already taxed.

PARKING ADEQUACY

The tables that follow show the adequacy of the parking system during the weekday and weekend peaks, with separate call-out tables for off-street public parking. During the weekday, which was the overall peak, there was a surplus of 93 on-street spaces but only a 72-space surplus in public off-street lots (much of that on Block 5, which contains the garage and Armory Lot). Since 66 spaces were out of service in the garage, the surplus should actually be higher.

On Saturday night, on-street parking is much busier – the surplus is only 38 spaces – but there were larger surpluses in the off-street lots. This is especially true of somewhat peripheral areas like the Roundhouse Lot, as well as underutilized resources like the Gothic Street Garage. The

Gare garage would have 66 more spaces on a normal weekend, too, which would extend the surplus. We understand from City staff and from occupancy data provided by the garage software that the garage rarely fills.

The lack of available on-street parking on the weekend evening may be why people tend to say that weekend evenings are busiest. Overall the weekday was busier, but much of that demand was for long-term parking areas.

Please note that the tables are based on Effective Inventory, reduced as described above, rather than the full inventory.

Table 6: Parking Adequacy – Wednesday Afternoon Peak

	1 hour		On-street Subtotal			Off-Street Public			Private			Total		
Block	Inv	Occ1	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy
1	21	10	49	32	17	0	0	0	0	0	0	49	32	17
2	0	0	11	7	4	0	0	0	82	88	-6	93	95	-2
3	12	6	27	24	3	161	145	16	57	53	4	245	222	23
4	10	7	9	8	1	0	0	0	0	0	0	9	8	1
5	24	21	42	40	2	408	357	51	16	13	3	466	410	56
6	0	0	8	9	-1	90	96	-6	68	56	12	166	161	5
7	0	0	4	3	1	0	0	0	54	23	31	58	26	32
8	0	0	6	2	4	0	0	0	22	3	19	28	5	23
9	0	0	6	4	2	0	0	0	18	11	7	24	15	9
10	0	0	9	2	7	100	111	-11	42	38	4	151	151	0
11	0	0	11	7	4	0	0	0	0	0	0	11	7	4
12	11	7	38	34	4	58	47	11	48	23	25	144	104	40
13	14	13	12	13	-1	0	0	0	79	35	44	91	48	43
14	0	0	8	6	2	0	0	0	45	34	11	53	40	13
15	19	13	26	26	0	0	0	0	34	35	-1	60	61	-1
16	0	0	25	18	7	0	0	0	227	130	97	252	148	104
17	0	0	21	12	9	0	0	0	124	82	42	145	94	51
18	9	8	74	67	7	45	49	-4	90	91	-1	209	207	2
19	40	34	46	41	5	79	64	15	63	29	34	188	134	54
20	0	0	39	25	14	0	0	0	45	31	14	84	56	28
21	4	3	9	7	2	0	0	0	14	10	4	23	17	6
Total	164	122	480	387	93	941	869	72	1128	785	343	2549	2041	508

Source: Walker Parking Consultants, 2014

Table 7: Parking Adequacy – Saturday Evening Peak

	On-street Subtotal			Off-Street Public			Private			Total		
Block	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy	Eff Inv	PM Occ	Adequacy
1	49	23	26	0	0	0	0	0	0	49	23	26
2	11	11	0	0	0	0	82	50	32	93	61	32
3	27	24	3	161	92	69	57	20	37	245	136	109
4	9	10	-1	0	0	0	0	0	0	9	10	-1
5	42	41	1	408	360	48	16	4	12	466	405	61
6	8	9	-1	90	99	-9	68	47	21	166	155	11
7	4	4	0	0	0	0	54	34	20	58	38	20
8	6	6	0	0	0	0	22	23	-1	28	29	-1
9	6	6	0	0	0	0	18	11	7	24	17	7
10	9	9	0	100	47	53	42	23	19	151	79	72
11	11	8	3	0	0	0	0	0	0	11	8	3
12	38	41	-3	58	63	-5	48	53	-5	144	157	-13
13	12	14	-2	0	0	0	79	29	50	91	43	48
14	8	7	1	0	0	0	45	43	2	53	50	3
15	26	28	-2	0	0	0	34	19	15	60	47	13
16	25	18	7	72	76	-4	155	29	126	252	123	129
17	21	19	2	0	0	0	124	118	6	145	137	8
18	74	63	11	84	16	68	51	15	36	209	94	115
19	46	52	-6	79	82	-3	63	9	54	188	143	45
20	39	40	-1	0	0	0	45	21	24	84	61	23
21	9	9	0	0	0	0	14	6	8	23	15	8
Total	480	442	38	1052	835	217	1017	554	463	2549	1831	718

Source: Walker Parking Consultants, 2014

Table 8: Adequacy - Public Lots, Saturday Night

			Off-Street Public		
Block	Name	Description	Eff Inv	PM Occ	Adequacy
3	Lot C	Round House Lot	161	92	69
5	Lot A	Armory St	80	67	13
5	Lot B	Garage	328	293	35
6	Lot B	Hampton Ave	90	99	-9
10	Lot B	Union Station	100	47	53
12	Lot A	Strong Ave	58	63	-5
16	Lot A	Court	72	76	-4
18	Lot A	James House Lot	45	14	31
18	Lot D	Gothic St Garage	39	2	37
19	Lot A	Masonic Lot	51	54	-3
19	Lot D	TD Bank	28	28	0
Total			1047	835	212

Note: Garage had 66 spaces on the roof closed on the survey days. These 66 spaces tend to be underutilized and add to the available inventory.
While the Old South Street Lot was just outside our study area, observation suggests that this lot is at the same very high occupancy levels as the Hampton Avenue Lot.

Source: Walker Parking Consultants, 2014

Table 9: Adequacy - Public Lots, Wednesday Afternoon

Block	Name	Description	Off-Street Public Eff Inv	PM Occ	Adequacy
3	Lot C	Round House Lot	161	145	16
5	Lot A	Armory St	80	36	44
5	Lot B	Garage	328	321	7
6	Lot B	Hampton Ave	90	96	-6
10	Lot B	Union Station	100	111	-11
12	Lot A	Strong Ave	58	47	11
18	Lot A	James House Lot	45	49	-4
19	Lot A	Masonic Lot	51	33	18
19	Lot D	TD Bank	28	31	-3
Total			941	869	72

Note: Garage had 66 spaces on the roof closed on the survey days. These 66 spaces tend to be underutilized and add to the available inventory.
While the Old South Street Lot was just outside our study area, observation suggests that this lot is at the same very high occupancy levels as the Hampton Avenue Lot.

Source: Walker Parking Consultants, 2014

SUMMARY OF OCCUPANCY FINDINGS

Overall, the parking system had capacity on our survey days and that finding is consistent with informal observations made on other visits, and with information provided by staff. Our off-street, public occupancy rates were very close to counts done in 2000 for a previous study (we found 83 percent peak occupancy, whereas the earlier study found 85 percent peak occupancy). Our on-street counts were noticably lower than the 2000 study – we found a peak occupancy rate of 81 percent whereas the previous study showed a 100 percent occupancy rate on Saturday evening.[2]

Our counts find that under most typical conditions a driver should be able to find parking within a few blocks. However, the following areas are of concern:

- The central portion of Main Street is well beyond its effective capacity. Its convenience is such that short of setting rates very high, it will always be the preferred parking for the retail/dining corridor along Main Street and will always be crowded.
- The public parking areas north of Main Street are smaller and more crowded on a weekend evening than those south of Main Street. Crossing Main Street should not be a true impediment but large streets are something of a psychological barrier, and visitors may consider the north side more challenging.
- Long-term lots are fairly full on weekdays, especially Hampton Avenue and Old South Street (which, although just outside our study area and not included in our tables, was counted informally) and Union Station.

[2] It should be noted that the areas covered by the reports varied a little, as did inventories. Our on-street inventory included about 60 more spaces than the 2000 study, and some of those may be peripheral spaces with a lower demand. Even on Main Street, however, our counts showed lower occupancy.

- The Gare Garage and Armory Lot are less utilized, possibly due to lack of visibility and perceived inconvenience. This is despite the garage being cheaper than other short-term parking and having a bridge to Main Street via Thorne's.

OTHER UTILIZATION ISSUES

LENGTH OF STAY

For a further understanding of parking patterns, we conducted a license plate inventory of several time-limited areas in the downtown. Partial license plates were written hourly for each space in selected areas. Reviewing the data, we can see how long cars stayed in the same space or moved down the block. The results are shown below, with an analysis of the percentage of spaces that are likely taken up by longer-stay cars at a busy mid-day hour.

Table 10: License Plate Inventory Results

	Inventory	1 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr	% of Inventory
Main											
W to E	51	157	45	13	4	2	0	0	0	1	
E to W	48	160	45	12	2	2	0	1	0	1	
Main Street Total	99	317	90	25	6	4	0	1	0	2	
Peak-hour Parkers 3+ hours				12.5	3	4	0	1	0	2	23%
Pleasant Street											
N o S	28	90	13	4	2	1	0	0	1	0	
S to N	35	88	24	5	4	0	0	0	0	0	
Pleasant Street Total	63	178	37	9	6	1	0	0	1	0	
Peak-hour Parkers 3+ hours				4.5	3	1	0	0	1	0	10%
Masonic Lot	55	95	34	8	12	4	3	0	0	0	
Peak-hour Parkers 3+ hours				4	6	4	3	0	0	0	17%

*Assumes peak-hour presence of half the 3- and 4-hr cars, and all 5+ hour cars

Source: Walker Parking Consultants, 2014

The analysis suggests that a significant percentage of spaces, especially along Main Street, are in use at any one time by people staying longer that the time limits. On Main Street, 13 cars stayed over four hours. These are likely to be employees, and if they were all present at the same time, 13 percent of the inventory would be in use by employees rather than shoppers. They would take up 69 hours worth of parking time (6 cars x 4 hours + 4 cars x 5 hours, etc.). At a typical retail visit of 1.5 hours, those 69 hours represent the potential for upwards of 46 patron visits.

RESIDENTIAL PARKING AREAS

Although not part of the downtown area covered by our Scope of Services, staff asked for an informal evaluation of some areas near downtown that are of concern to some residents. One area is the set of streets stretching north from Elm Street near Smith College (from State Street to Franklin Street) and the other is the blocks east of Hawley/Market Streets from Union Street to Hancock Street. Residents in these areas have expressed some concern about Smith College students and area employees, respectively, impacting residential streets.

Market/Hawley Area

We observed heavy demand on several streets in the area, with the following notes:

- Phillips Place had 17 spaces occupied at 6 a.m. on a weekday, but was nearly full (42 out of 48 spaces occupied) in the afternoon.
- Demand on Butler Place and Hawley Street did not vary dramatically between early in the morning and during the afternoon. Occupancy rates were high during all counts, but none of these streets got to be considerably fuller in the afternoon than they already were early in the morning.
- Market Street from Bridge Street to Cherry Street got very busy in the afternoon after being nearly empty in the early morning but as a commercial street that is not surprising.
- Graves Avenue was already nearly full by around 6:30 am and remained similarly crowded all day.
- Union Street was a little less crowded early in the morning (21 out of 28 spaces) but filled later.

Phillips Place shows clear evidence of being used by area workers. It is not that heavily used overnight, but fills more as people start arriving in the area for the workday. If anything, residential streets usually empty out, not get more crowded, during a workday.

Union Street and Graves Avenue show evidence of a similar pattern, though both are already crowded very early in the morning, which may or may not be attributable to "early bird" downtown workers. The fact that parking is only allowed on one side may contribute to a high level of resident parking.

Smith College Area

The area around Smith has somewhat different issues. The streets that were full – most notably Prospect Street, the southern part of Henshaw Avenue (from Elm Street to the bend in the road, and Trumbull Road – were full all the time, and are presumably heavily used by students who cannot get on-campus parking (or don't want to pay for it). Campus areas also typically have some houses that rent out rooms or apartments, or have been subdivided into multi-family houses. It is beyond our scope to analyze the housing in the area and the extent to which off-campus student tenants may contribute to the heavy demand, so it is hard to say how much overnight demand comes from dorm students, and how much could be from off-campus residents. One off-campus apartment can generate several cars. There may also be residents contributing the high demand by only parking one car in their driveway and leaving a second car on the street for convenience, rather than having to "dig out" the back car when needed. Trumbull has a further complication. As with Henshaw and Prospect, the people using the parking spaces could be dorm students or multi-family residents, but additionally there is potential for the spaces to be used by downtown workers looking for free parking as residents leave for the day. Either way, the parking spots were full early in the morning and all afternoon. In addition, we understand that employees at Smith use the streets during the day, as do students from the five-college exchange program, thus adding to the daytime crowding.

Summary

There are several options to control use of residential streets by area employees and students. It may be more difficult to control parking by multi-family or single-room tenants, even if they are students and not "permanent" Northampton residents, depending on the law allowing permit districts. Some options are discussed below, but with the following caveat: on-street parking on a public right-of-way is public parking that is intended for shared use. It is not reserved parking for the houses on that street. Particularly when those houses have driveways and don't genuinely need to rely on street parking, it is questionable whether reducing public access to a public street is a good use of resources. Should Smith pave more green space to build a garage so that nearby streets can have low occupancy rates, or serve as a convenient second parking space for houses that have driveways? This is a decision for residents and the City to make, based on a collective understanding of where residents are being genuinely impacted.

One option is to institute residential permits on these streets. This would work well on streets that are being used by daytime employee populations or dorm residents trying to work around rules that make it difficult for them to keep a car on campus. Residential zones may not address cars belonging to people who live in multi-family off-campus housing, assuming they are in a legal rental unit. The other problem is that residential zones create some headaches for the residents who request them, mainly when it comes to managing visitor parking through temporary permits. They are also less flexible; someone who wants to park for a few hours to visit Smith's Botanic Garden or Museum of Art, can't.

Another option that might be valuable, especially for streets like Trumbull Road or Phillips Place at the edge of downtown, would be to install meters and then provide permits for residents of the street who do not have off-street parking resources. Bedford Terrace is metered, with no parking allowed in the middle of the night. This is an effective approach: it prevents dorm students from storing cars, opening up space for visitors to the Museum of Art or other short-term parkers. Installing meters on other streets would keep spaces available for five-college exchange students coming for a single class, and for visitors to the Smith Botanic Garden or other publically-accessible cultural venues. This is a good use of the public resource. They would also have the flexibility to allow for all-day (but weekday only) parking if space allowed, creating a nice shared use when many residents are at work and space can be available on those streets. Where all-day employee parking is creating too many problems, meters can be two- or three-hour only. For residents, the meters allow repair people and other short-term visitors to find parking easily. Long-term visitors would need special permits if they are visiting homes without driveways. Permits for residents and their visitors should not be available for single-family houses with driveways.

FUTURE GROWTH

There are two new developments currently planned for the study area. The first will be on Pleasant Street, directly across from Union Station. It will include 72 residential units and 3,600 sf of commercial area (a 1,200 sf office for the building management and 2,400 sf of grade-level retail). The development contains no parking spaces for the residents; there will be a small number of spaces available for the retail coomponent. The timeline for completion is roughly two years.

The second project in the planning stages is a 55-unit affordable housing development to be located on Pleasant Street at Holyoke. This building will also have 5,300 square feet of first-floor office and retail space. This building is planning to build roughly 40 parking spaces for tenants and retail patrons; the parking might be donated as public parking. The owners are aiming to construct the project in 2016.

Future growth beyond these two buildings is not yet formalized, but per discussions with City staff we assume that additional growth over the next ten years will be similar. The scenario we use for planning purposes, per discussion with staff, is that there will be one new building per year, averaging 12,500 sf on four levels, with the upper levels being residential and grade being retail. This equates to about 3,000 sf of retail per project and, at 1,000 sf per unit (including circulation areas etc.), nine residential units. We assume the retail would include 1,000 sf of building management and 2,000 sf of actual retail or restaurant space. Code does not require parking for residential or retail/restaurant uses. Locations for potential future developments are unknown, of course, but most of the develop-able parcels are outside the Main Street corridor and Main/Pleasant intersection, so demand will likely spring up at the periphery of the study area.

The scenario above accounts for increased parking demand due to new land uses, but there is also a likelihood that some existing retail will become restaurant space. This appears to be a trend in many cities, and we understand anecdotally that the restaurant market has increased in Northampton as well.

We created a shared parking model that combined these scenarios, assuming nine residential units, 1,000 sf of building office, 2,000 sf of new retail, and 1,500 sf of restaurant replacing retail (thus a net of 500 sf of retail overall). Assuming a fair degree of walk-in traffic for the retail and restaurant components (higher during the day, lower at night), we find that the scenario would add about 27 cars to the weekday demand and 33 cars to the Saturday evening demand, assuming none of the development builds parking. The scenario is assumed to repeat annually, starting after the two buildings currently in the works are completed. The table below summarizes future impacts on an annual basis. It is worth reiterating that the projection is based on a potential growth pattern for downtown that has been established, for planning purposes; it is not clear that there will be one new building a year or that retail will convert to restaurant space.

Finally, it is worth noting that car ownership and even license ownership among younger people continues to drop, with more people opting for alternative transportation. Recent

work by Walker in a college town transit-oriented development showed residential parking demand at about .9 per unit. For Northampton we have used .75/unit to reflect its more urban locale. Rates could go lower over time. (They may be lower already. Much of the demand for residential parking is market dependent; where parking is "unbundled" --- not included in rent, but paid additionally -- and where it is not easy to find overnight permit parking, residential units will self-select for renters or owners who are less likely to own a car.)

Table 11: Growth Scenario - Summary of Parking Projection

Saturday Night

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
72 units @ .75 sp/unit	54	54	54	54	54	54	54	54	54	54
55 units with 40 spaces		0	0	0	0	0	0	0	0	0
Growth Scenario*			30	60	90	120	150	180	210	240
Total Evening Demand	54	54	84	114	144	174	204	234	264	294

Weekday Daytime

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
72 units @ .75 sp/unit	38	38	38	38	38	38	38	38	38	38
55 units with 40 spaces		0	0	0	0	0	0	0	0	0
Growth Scenario*			19	38	57	76	95	114	133	152
Total Evening Demand	38	38	57	76	95	114	133	152	171	190

*Growth scenario assumes annual development of one 12,500 sf residential bldg including 3,000 sf of commercial space, plus 1,500 sf of retail converting to restaurant space. See discussion in text.

Walker Parking Consultants and City of Northampton, 2015.

The projections above show the potential for enough new demand over the next ten years to tax the parking system, assuming none of the owners decide to build parking and the public system must accommodate all new demand. The current surplus in off-street public lots is only about 130 spaces (the 70 spaces shown in Table 9 plus another 60 or so in the garage that were out of use during our surveys), so the system could become unable to accommodate demand within the next six years if development happens at this pace. Because of the time involved to plan, design and construct a garage, it is worth beginning to plan now for the likelihood of needing new parking in the foreseeable future. As the system approaches capacity, a lack of parking will become a deterrent to development, including extension of transit services.

The final issue related to growth of parking downtown is the train station. Amtrak has recently reintroduced train service at the Northampton station, with one train in each direction daily. Amtrak is providing 10 parking spaces in the Union Station lot for use by travelers.

Over time, Amtrak may increase the number of trains per day. There is also talk of creating commuter rail in the region. This would substantially increase the need for parking at the station. Given that there are no concrete plans either for additional Amtrak service or for commuter rail, and thus no projections for ridership, we cannot project additional space needs for these uses. However, we take them in to account generally in our findings.

NEW DEVELOPMENT AND CITY POLICY

The City does not require parking for downtown venues except:

- Theaters, churches and other places of assembly (1 space per 6 seats of total seating capacity)
- Hotels, B&B's, etc. (1 space for the hotel + 1 per guestroom + 1 per 400 sf of meeting room space)
- Bars and nightclubs (1 space per four seats of total seating capacity)

For buildings that cannot provide the required parking, Code allows the owner to pay an in-lieu fee of $2,000 per space. The in-lieu fees help the City accumulate money towards expanding the supply in the future or otherwise improving the parking system.

Many other cities have used similar tools to encourage development, and the policy is sound as long as the City is prepared to absorb the cost of adding to the parking supply; we cannot speak to the economic benefit of the new development versus the cost to develop additional parking. The parking system is financially strong and has been generating annual surpluses that can help underwrite future parking growth needed to support economic development. However, we also understand that parking profits support area benefits such as trash removal, along with other General Fund needs. Many cities create Tax Increment Financing (TIF) districts, in which some or all of the net new tax revenue from a new development is allocated to construction of new parking.

From an urban and parking planning perspective, we think the City's approach is good. Parking codes that force individual owners to build parking result in bad urban design. It is more desirable to have the City build consolidated parking facilities than to have each new development add parking at grade. Surrounding new development with surface parking and the associated curb cuts creates a disjointed, unwalkable city. The current configuration of lots away from the main pedestrian thoroughfares is part of the City's appeal. Furthermore, the sharing of the lots between businesses – busy during the day with downtown employees, busy in the evening and on weekends with shoppers, diners, and event goers – makes for efficient use of space and a greener urban design.

REDEVELOPMENT ON CITY LAND

Another policy question concerns the replacement of municipal parking by private developers who want to develop on existing lots. The Roundhouse Lot has been looked at for development, and plans so far have included the requirement that the developer must replace the spaces lost from the surface parking lot. An analysis by Utile for MassDevelopment, testing options for residential or office development with podium parking beneath the building, suggested that the feasibility of a project including replacement parking would be "marginal at best." (Roundhouse Development Studies, December 2013).

The expense of recreating surface spaces as structured parking under a building, and then charging low municipal parking rates, has raised the question of whether it is important to recreate the lost parking. We evaluated whether it would be possible to absorb Roundhouse

Lot demand elsewhere in the system. Our study indicates that this will not work. The lot will lose 33 spaces in the northwest corner (shown separately as Block 3 Lot D on our tables) when Pulaski Park undergoes improvements, so there will already be some cars that will need to be absorbed elsewhere in the system. If the 145 cars parked in the long-term portion of the Roundhouse Lot during the weekday had to move to other public lots, the off-street system would be beyond its effective capacity.

In a subsequent section we will discuss the possibility of opening up private spaces to public use for all-day parking. Technically there are enough private spaces to offset the loss of a large lot like the Roundhouse Lot, but there are several obstacles to creating a large alternative parking supply from private lots and it may not occur in the timeframe or on the scale needed to make the Roundhouse Lot available.

POTENTIAL PARKING DEVELOPMENT

We understand that the City is looking into reducing the number of traffic lanes on Main Street and using the "new" footage to turn some parallel parking into angled parking. This would be a good way to increase the parking inventory along Main Street, which is the favorite parking option.

As the City plans for future structured parking, there are several options to develop public lots. Union Station and Armory lots are both efficient sites, and structures on them would not interfere much with the streetscape. The Roundhouse Lot is a good option, too, but is assumed to be a land use development site. It also may be slightly less desirable as a location. The Old South Street lot has a workable footprint, but a garage would create some visibility issues for the businesses in the lot. The lots on Strong Avenue could be combined to create a garage footprint, but the site is short and would be less efficient for parking development than the others if all of the existing buildings remain. If the site can be reconfigured it would be better; in its current form it would simply have a slightly cost per stall than some other options. Given the resurgence of the train station and busy conditions in that area, Strong Avenue is a useful location, as is Union Station. We understand from staff that Strong Avenue would provide good multi-modal opportunities given its location near bus services.

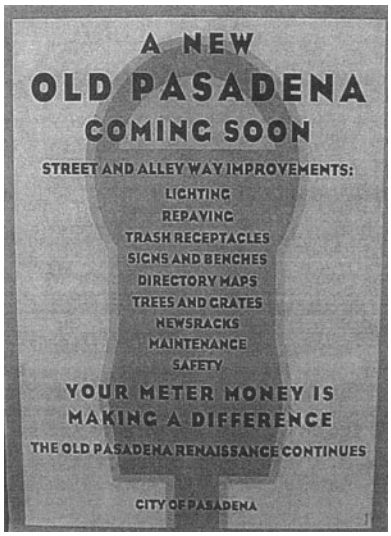
A simple rectangular structure along the train tracks at Union Station could accommodate roughly 120 cars per level. An L-shaped structure including the lot that fronts Pleasant Street would accommodate more cars. A structure on the Armory lot could accommodate about 145 cars per level. Above-grade garages vary widely in cost, depending on the efficiency of the site, geotechnical conditions, façade and other design criteria, etc. An inexpensive garage could be as little as $18,000 per space (excluding soft costs); $25,000 per stall would be typical for a downtown garage with less efficiency, a better façade and/or more challenging soil conditions. Soft costs typically add another 20 to 25 percent.

FINANCES

The parking system is efficiently managed. Even at low hourly and monthly rates, it is able to cover operating costs and generate some surplus funding for capital needs. In FY2014 the revenue from parking passes, the garage, lots and metered parking totaled $1,893,512. Expenses for operation of the parking system, including maintenance, enforcement, administration, and personnel totaled $840,768. An additional $760,556 of parking revenue is spent on supplemental downtown traffic control and safety services such as public works and police. There is no debt service on the E.J. Gare Parking Garage, but parking revenues support a portion of the debt service on the Police Station Parking Deck which is available for public parking on nights and weekends and this was $97,500 in FY2014. After all operational expenses, a surplus of $194,688 was invested toward future capital needs for the parking system in FY2014. Annually, the system generates a surplus of approximately 10% which is dedicated to future capital needs. In addition, the parking system also generates significant General Fund revenue from parking tickets, which in FY2014 was $918,636.

PUBLIC RELATIONS AND PARKING REVENUE

The public often considers paid parking adversarial – the City gouging the public to use space that should be free – and we heard some comments to that effect in our public outreach. Paid parking was originally invented to create the turnover that benefits merchants and customers alike, but the revenue that an efficiently-run parking system produces also feeds the General Fund and as such contributes to other civic benefits.



Some cities are able to direct parking revenues specifically to streetscape improvements like benches, trash cans, lighting, plantings, etc. Massachusetts is considering legislation that would allow for the creation of Community Benefits Districts that would serve this function. If the legislation succeeds and if Northampton creates a CBD, directing some parking revenue towards the downtown streetscape would be a good way to reinforce the relationship between paid parking and support for downtown.

When it was in the process of renovating its "Old Town" area, the City of Pasadena created signage for the meters, shown here, explaining to the public where there money was going. A reminder of this kind, or even a note on the City's parking-related webpages, might be a nice reminder.

Source: http://www.sonomatlc.org/Parking/PBDs/BusinessPBD/SmallChange-1.htm

PARKING MANAGEMENT AND RECOMMENDATIONS

The parking system is well run overall. From an administrative perspective, staffing structures and costs suggest that the City is careful not to let the program "sprawl." We understand that the City previously had a parking director and did not renew that position upon retirement of the person who held the position. Now the parking system is managed jointly by Central Services (maintenance and operations) and the City Collector/Parking Clerk (finance and enforcement) who report to the Mayor and receive advisory input and policy recommendations from the Transportation and Parking Commission. This has allowed for a very efficient operational structure.

The parking policies are strong as well. Time limits and rates are designed to create turnover in the most desirable locations, and long-term parking is offered at the periphery of the area to leave space for visitors closer to most destinations. It is appropriate to expect employees to walk farther, as they know the area better and are staying for longer periods of time.

That said, based on our assessment of demand patterns, public input, and our general observations on parking access, we propose the following recommendations for improvements.

PARKING MANAGEMENT

In most downtowns, on-street parking along the shopping streets is the preferred parking, with surface lots a second choice and garages the least preferred. Crowding in off-street resources correlates, as one would expect, to their proximity to the core area. When drivers crowd into the most convenient area, they cause traffic issues and a perception that parking is difficult in general. Rates and time limits can help reverse some of that crowding, and the City's rate and time limit structure works to achieve that. However, further stratification of rates and some adjustment of time limits is warranted.

Ideally, time limits would be strict on the streets and much longer in the surface lots, allowing visitors ample time to stroll. However, because of the need for turnover, and because there is pressure on long-term resources that can result in insufficient visitor parking where time limits are lax, allowing open-ended parking in the lots could create some issues in Northampton now. The suggestions that follow are intended to help ease the pressure on visitors as well as long-term (employee) parkers. Equipment upgrades, discussed below, could help provide more flexibility for allowing longer stays in surface lots, but are not necessary immediately.

TIME LIMITS

Main Street: The one-hour time limit along Main Street was a good idea, as it was intended to create turnover for the merchants. When cars stay too long in a space, it prevents others from parking and starts the cycle of perceiving the parking system to be "always full." But Northampton's Main Street is a "destination" shopping environment where people are likely to want to walk around and visit several shops, and/or go to a restaurant, and not just get an errand done. The number of people who stayed two hours in our license plate survey suggests

that the one-hour limit is not sufficient to meet the needs of many visitors. It is recommended that the City go to two-hour parking along Main Street, with no reparking allowed along Main Street. Signage issues related to the time limits will be discussed below.

Surface Lots: With the peripheral, long-term lots so heavily utilized, the only place a customer can park when they need more than two hours of time is the garage. That's a good-sized option, but it is restrictive. For the moment there aren't a lot of alternatives since turnover is needed in the busier surface lots. Ideally the Masonic Lot would have a three-hour time limit, but in light of the limited parking on the north side of Main Street, the shorter limit is helpful for creating turnover, with longer-term customers using the garage. If the lot is expanded (discussed below), a three-hour limit would be reasonable in the longer term. Pay-by-plate multi-space meters would also enable the City to allow longer-term parking in surface lots. This will be discussed below.

The Armory Lot was not heavily utilized during our survey days or during other days when we were in the area. This lot would be a good candidate for longer term parking to serve people headed towards Pleasant Street or Main Street. A three-hour limit is recommended to provide shoppers and diners with a longer-limit alternative to street parking. The garage provides an unlimited option, but more longer-limit options are a plus where feasible.

With on-street parking so crowded on weekend evenings while many lots are underutilized, it would make sense to extend the on-street time limits and meters until 8 p.m. The on-street crowding may be in part use of these spaces by evening-shift employees, and this should be discouraged. The extension of meter hours should not impact evening businesses any more than daytime meter rules impact daytime businesses. Where meters create turnover, it is helpful for businesses. Because parking is not crowded in the morning, meter start times can be delayed from 8 a.m. to 9 a.m. to encourage breakfast/coffee stops. It will also reduce the number of additional hours for enforcement staff.

Because of the shortage of long-term spaces, it would be good to offer more permit parking in the garage, up on the roof, and more long-term spaces in the Armory Lot unless more parking can be freed up elsewhere for long-term parking. Please refer to the discussion on private lots on page 30. To the extent possible, long-term parking in these areas should be by permit rather than reserved areas. Permits give the City the flexibility to control the number of parkers the lot can accommodate without impacting visitor parking availability by signing an area as available for a certain group only. In general, reserved areas work against shared parking.

RATES

Rates are a sensitive issue, and discussions with merchants in the area suggested that they were concerned about the impact of a rate increase on their businesses. This is a serious concern, as internet competition and high rents are making it difficult for businesses in downtown Northampton. However, the survey indicated that convenience trumps cost and this reinforces other experience and surveys that suggest that the cost of parking meters or other moderately-priced parking is not as much of a deterrent to customers as lack of availability or other stresses. The fact that privately-owned lots charge $5 and fill up is further support for the idea that convenience trumps price for many people. We understand that

some businesses that have moved away from downtown have cited parking difficulties, but it is our understanding that the difficulties have related to lack of parking for customers more than the cost of parking. On-street parking is the premium parking (also supported by the survey), and it should cost more than less convenient parking. Currently, Main Street and the Armory Lot are the same price, and the Armory Lot is underutilized because there is no incentive to use it when you can circle Main Street a few times and hopefully find a better spot there. It is important to offer cheap alternatives to premium parking. As long as an individual can still find cheap parking within a reasonable radius, premium parking rates for premium spaces do not force anyone to spend more than they feel comfortable spending.

Ideally, parking on Main Street would be expensive enough to keep occupancy at 85 percent. Having a cushion of empty spaces decreases the stress of parking near one's destination if one wants to pay for that premium space. That said, it is our opinion that the rate increase would have to be very significant to achieve that balance, and we don't think such a large rate increase is appropriate in this context. A rate increase to $1 will not balance demand away from Main Street as much as would be desirable, but it is an appropriate first step to better stratify the different parking "products" in the area and encourage at least some parkers to seek peripheral options. We recommend keeping other rates as is so that cheap options remain available as an alternative for price-sensitive parkers. Over time, rates on Main Street should increase faster than other rates. $1.50 would be a good hourly rate to achieve over the next few years. Other on-street rates should remain as is for now, as should lot rates, both to offer a cheaper alternative and also to create more stratification. As garage utilization increases, the free hour should be discontinued.

The significant number of people staying well past meter limits during our surveys suggests that fines are low. The $15 meter violation fee should be increased over time.

Finally, several people commented that students of local trade schools struggle to find affordable parking. Although we believe the permit and long-term rates are fair (roughly $2 per weekday either way, which is less than a round-trip fare on PVTA and less than a cup of coffee in many places), a student discount permit would help schools that want to stay in downtown and, by keeping more students in the area would also help local businesses. If these permits are offered for, say, $25, they should be strictly regulated so that students are not taking advantage of the perk. The student must present proof of enrollment and the end date of the semester, and the permit should not be valid past the last day of the semester. The school should also provide information to the Parking Clerk on course hours; if courses are weekdays only, the permits should not be valid on weekends. The same should be true of nightime use if school hours are strictly during the day. Spaces should be in peripheral lots only.

EQUIPMENT

According to information from City maintenance staff, the equipment currently in operation does not exhibit significant problems. Most of the on-street meters are single-head, mechanical meters that are old but functioning reasonably well. The multi-space meters are less than ten years old and running well. The pay-on-foot system in the garage has been reliable as well.

Enforcement is conducted using handheld processors that scan license plates, take up to three photographs per ticket written, print tickets, and upload ticket information to a central database for electronic processing. Fines can be paid via the internet, and appeals can be written online as well. The handhelds and software are only a few years old and are working well. Enforcement personnel and the Parking Clerk have found the web-based system to be efficient, and there seem to be few complaints from people paying fines about the process.

Since the BID was disbanded and the snow has begun, enforcement staff have commented that snow is not being cleared from the meter areas, resulting in more people failing to pay and enforcement staff having a harder time reaching each meter to check. A City solution may be needed if no organization steps in to take over some of the work that the BID was doing; previously the BID shoveled this part of the sidewalks as well as the walkway portions.

There is no particular need to replace equipment that is functioning adequately, but there is one upgrade that would be useful in the near term: change machines make a big difference when people are on a surface lot. On-street meters are less of an issue, as someone can run into a store to get change. But it is cumbersome to park in a surface lot away from storefronts and then discover you don't have change for the meter. Change-making capabilities or separate change machines would be helpful.

Alternatively or in addition, credit card acceptance is helpful. The City is testing credit card capability in the garage and has noted that the fees for processing credit cards are a very significant percentage (upwards of 60 percent in some cases) of the small parking rates. Although we understand that credit card companies challenge the charging of premium rates for credit card use, we do know of institutions that charge a service fee[3] for credit card use to cover the processing fees. We also understand that some municipalities have a minimum purchase for credit card transactions. Some charge the daily maximum, which would not be feasible at the Gare garage, but it would be possible to have a minimum three-hour ($1) purchase even if the patron only stays an hour. Convenience fees or minimum purchases would help offset some of the revenue impact of credit card acceptance, and might make it more feasible to spread credit card acceptance to surface lots. These options should be evaluated; if they cannot be instituted, credit card fees should be monitored to see if rates need to be adjusted after a year.[4] Finally, it is worth noting that while change makers do not have the processing fees, they do require collections and maintenance and counting.

Another option to look into is declinating cards that function like gift cards – a person can purchase a card for some amount ($10, $20, etc.) and then use the card each time s/he parks. The meter, multi-space meter, or pay-on-foot kiosk reduces the amount available on the card accordingly, and once there is no money left the card can be refilled. These cards

[3] University of Massachusetts has a "service charge" for parking transactions with a credit card. Arlington County, VA charges a "convenience fee" for use of a credit card to pay real estate taxes.
[4] If credit card acceptance were added in the lots, some of the fees would also be offset by people buying the maximum time for convenience but vacating the space early and creating the opportunity for double revenue.

were very popular in the past, though with the advent of flexible payment systems like credit card acceptance they have become less visible. The technology is still available, but more research would be needed to see how readily it could be incorporated into the City's system and at what cost. The Chamber of Commerce does have a gift card, and depending on the technology used for that system, it might be possible to tie parking in.

As on- and off-street meters (both mechanical and electronic) shows signs of needing replacement, we encourage the City to consider replacing them with pay-by-license-plate meters, which are like pay-and-display meters except that the patron enters their license plate number rather than purchasing a paper ticket. Pay-by-plate meters offer a few advantages over the existing meters:

- They do not require pedestrians to return to their car to put a receipt in the window.
- They make it easier to communicate the "no reparking" rule on a given street or lot, as the kiosk will not allow someone to purchase more time on a license plate that has already logged the maximum.
- Alternatively, where the City wants to allow flexibility to park beyond the initial time limit but charge a premium for longer stays, the kiosk will recognize which cars are adding time beyond the initial two hours, and charge more for that time. This would be beneficial in some of the off-street lots, where strict time limits may not be needed but the City would want to discourage many people from parking all day. For example, the Masonic Lot could be 75¢ per hour for the first two hours, $2 per hour for the third and fourth hours, and then $6 an hour after that. This would discourage employees from parking all day but would give a visitor flexibility to leave their car if they decided to spend longer in the area.
- They allow enforcement staff to communicate directly with the kiosk rather than walking around to each windshield to check for expired tickets. This speeds enforcement considerably, allowing fewer staff to cover routes more frequently.
- They can support pay-by-cell so patrons can extend the meter time from inside a store or restaurant. This might be more valuable if the City is able to go to a more flexible time limit in the surface lots, as described above.

For off-street parking, gated systems like the one in the Gare Garage offer flexibility to park for long periods without the threat of a ticket. Pay-on-foot kiosks need to be protected from weather, but offer a lot of benefits.

To replace existing multi-space meters in surface lots and on Main Street, and to upgrade the rest of Main Street and the Strong Avenue lot to multi-space meters would cost roughly $450,000.[5] We do not have enough information to project the increase in revenue from the switch to multi-space meters from single-space mechanicals, but there is generally at least a 20 percent increase. Extending the meter hours and raising the Main Street rate would help offset costs of the purchase, and we expect the equipment could be paid off within a few years.

[5] Costs vary depending on vendor, options selected, and number of machines purchased; the budget cited above is an order-of-magnitude budget for planning purposes.

EFFICIENT USE OF EXISTING PARKING RESOURCES

SHARED USE OF PRIVATE LOTS

Our occupancy counts show a 340-space surplus in the private parking lots during the peak hour. The surplus grows to over 400 on Saturday night. The surplus spaces are scattered throughout the area, but some lots had large surpluses. Not all private lots can be shared reliably (Hotel Northampton is one example – they had a large surplus on our survey day, but would obviously need to reserve that for events), but we recommend investigating opportunities to share underutilized parking lots between their private owners and the public. There are several reasons why this is such a beneficial approach:

- From an environmental perspective, it is always preferable to make good use of existing parking resources before building additional ones.
- From an aesthetic perspective, adding to the existing checkerboard of surface lots is not desirable and a garage, which would consolidate parking and reduce the surface area devoted to parking, is not yet warranted.
- From a financial perspective, lot owners can make some money on parking fees or, if the City operates the lot, save some money on operating costs. The City saves money by creating a parking resource without encumbering any construction cost.

There are two ways to make private lots more available:

1. Create agreements between private businesses for use of a lot. The City already allows for a business to use a private lot elsewhere to accommodate its requirements, with some restrictions. The City could further encourage this option and serve as a clearinghouse, providing a list of willing lot owners to employers who need space for their employees. The employer (or individual employees) can pay the lot owner directly for use of the space. This is a good system in that the owner can limit the number of permits distributed so that there are always enough spaces for his/her own tenants and their customers.

   Appendix B provides a sample for this sort of shared parking agreement. New businesses that want to open downtown but cannot provide enough parking on site should be allowed, by code, to make arrangements with lots that have surpluses. However, in the event that the lot owner cancels the agreement, the business will need to find other parking arrangements.

2. Create agreements between private businesses and the City to operate the lot as public parking. These agreements can be difficult to achieve, because the owner loses some control of their lot. Spaces can be reserved to accommodate their tenants, but there is a liability attached to having the general public parking on their lots. Some cities lease the lots from the private owners, which makes the leaseholder liable; the leaseholder carries the insurance for public parking in the lot, as well as paying other expenses such as lighting, plowing, cleaning, etc. The City of San Clemente in California created such an agreement, and was able to make use of existing resources rather than build a garage. The benefits are environmental as well as financial.

City staff asked about the creation of peripheral employee parking on Hawley Street or at another location, and if the City can lease a lot as discussed above, or if it already owns a peripheral lot, that is certainly an option. The problem with peripheral areas is that there is not much incentive for an employee to park at an inconvenient distance when (a) permits are available at very low monthly rates and/or (b) when it is possible to find on-street parking for free that is closer than the peripheral lot being offered. Long-term parking is cheap in City lots, but they are getting full. There may be an opportunity to encourage (with even lower rates) employees to use a peripheral lot, but if distances are truly inconvenient, employees are likely to continue to compete for closer resources including residential neighborhoods.

SHARED AND EXPANDED PARKING NORTH OF MAIN

Although technically there is sufficient parking in the area, the Masonic Lot and other lots on the northern side of the area are very busy. One improvement for consideration would be to create a larger public lot out of the Masonic Lot, Verizon Lot, First Church of Christ, Scientist lot, and the TD bank lot. There are two types of space gains that would be possible:

1. We estimate that roughly 50 spaces could be added by joining and restriping these lots, as shown in Figure 9.
2. Further space gains might be achievable if the private owners were willing to share spaces at times of day when they know they will be reliably empty.

   The bank, Verizon and the Church would have to have reserved spaces to meet their needs, and the Church might occasionally need to reserve the equivalent of its full lot for events, but the Church may be able to spare spaces at many times, and Verizon and the bank may be able to spare spaces at specific hours. As the aerial photo above shows, there are times when the Masonic Lot is very full but the other lots are not. It is important to reserve spaces for these businesses as needed, but it should be possible to account for peak-hour day and evening needs for these land uses and then sign the appropriate spaces accordingly ("reserved for Verizon at all times" or "reserved for Verizon 9 am to 5 pm," etc.).

Figure 9: Potential Reconfiguration of Block 19 Parking

Source: GoogleEarth Pro and Walker Parking Consultants, 2015.

Even without shared parking, the consolidated lot would add to the public inventory. The revision would also improve traffic flow and make it possible for cars finding the

Masonic Lot full to flow through to Center Street or the north end of Masonic Street, thereby not having to make a K turn to get back out. Removing fences and adding landscaping would improve the aesthetics of the block. Finally, expanding the footprint of the Masonic Lot to include the Verizon Lot, even if those spaces are fully reserved, would create the width needed for a garage in the future, if needed. The graphic above shows the more efficient lot with a supported level above the Masonic Lot. The supported level would add roughly 100 more spaces. The cost of re-grading and re-striping would range from roughly $1,000 per stall for minimal resurfacing and connection of the lots, to upwards of $3,500 per stall to rebuild (lighting, resurfacing, drainage, landscaping).

Having enumerated the advantages, we should reiterate the challenges cited above to creating agreements to make private property public. It is achievable, however, and we recommend a discussion with the land owners to explore the possibility.

VALET PARKING

Although it doesn't bring new spaces into the publically-available inventory, valet parking can make better use of existing space. Under-utilized resources like the Gothic Street Garage, Smith College garage or Armory Lot can be used efficiently by a valet operation that is located in close enough proximity to make it financially feasible to use a given lot. Valets can use private lots that are leased to the City as described above, as well.

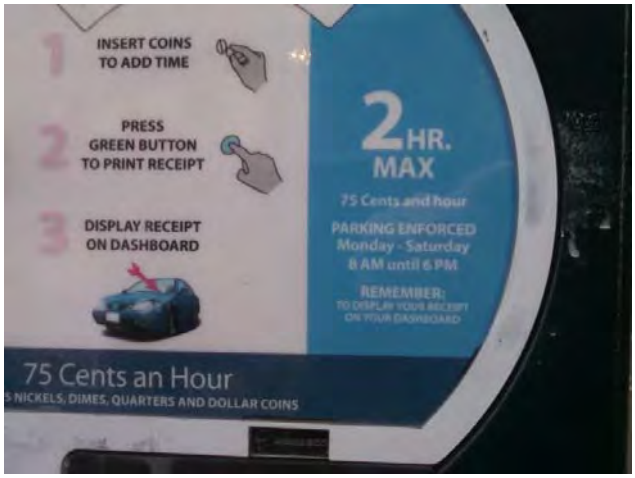
Cities like Culver City, Pasadena and Redwood City in California, and Coral Gables in Florida have public valet programs. We understand that Springfield, MA has instituted one as well. Public valet programs generally have several drop-off/pick-up locations for vehicles, and remove the hassle of finding a parking place. Patrons can call ahead to have their vehicle available when they are ready to retrieve it, and in some cases can pick it up in a different location than they dropped it. There is generally a surcharge of $5 or so to use valet service.

Instituting a valet program requires coordination between the City and downtown businesses, especially restaurants (the most popular valet operations) and possibly retail and event venues. Drop-off areas need to be established, and often take up some on-street spaces. The parking locations need to be convenient enough that a valet attendant can get the car parked and walk back to the drop-off area quickly; otherwise, too many attendants have to be hired to make the operation financially feasible.

SIGNAGE

INSTRUCTIONAL SIGNAGE

Instructional signage in the area is difficult to understand. In particular, the signs informing people of time limits on metered parking do not make clear that re-parking is not permitted. The following signs are indicative:



DO THESE SIGNS MEAN YOU CAN ONLY PAY FOR TWO HOURS AT A TIME, OR THAT YOU CAN ONLY USE THE LOTS FOR TWO HOURS TOTAL?

Where parking is restricted and reparking is not allowed, as we recommend for Main Street, signage similar to the sign shown below would better communicate that you must move your car after two hours. Signage in surface lots should always mention the garage as an alternative that allows unlimited stays.

Source: https://localwiki.org/davis/Reparking_Rule

GOTHIC STREET GARAGE

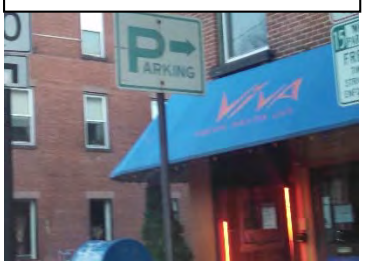
The Gothic Street Garage is a useful public resource in the crowded northern area for evening and weekend use, but signage is inadequate to direct drivers. Two cars were parked in the evening on Saturday night, when parking in the area was very busy. The sign shown to the left appears on the outside wall of the garage, but one must be looking for it; a driver will not see it easily. Large, attention-getting signage closer to the street (or angled to be visible to drivers before they pass the entrance) emphasizing "public parking nights and weekends" would be helpful. Signage in the very crowded Masonic Lot ("Additional parking is available nights and weekends in the Gothic Street Garage") would be useful as well.[6]

Better lighting and brighter paint would help make this garage feel more accessible to the public. Many people would be leery of parking in a structure that is dimly lit.

WAYFINDING

The signage currently used by the City is typical parking directional signage and is not bad per se. But it is easy to miss, and inconsistent. As the photo at right shows, the signage can get lost in this visually "busy" downtown. The signage points a driver to the garage, but that right turn is also the way to the Armory Lot and the Hampton Avenue Lot; someone unfamiliar with the City who is looking for one of those lots could be misled. And while sometimes there is adequate notice of a turn, in some cases the signage is so close to where one needs to turn, it could be difficult for an unfamiliar driver to follow. Signage for the Masonic Lot (going west on Main Street, just before Masonic Street) and for the Garage (coming north on old South Street just before Hampton Ave) are examples.

TOO LATE, IF YOU'RE IN THE LEFT LANE



[6] The signage for Gothic Street itself is difficult to find – a small sign that is different than other street signs in the area and easy to miss. It's a nice, historic-looking sign, but could be supplemented by something easier to see. Locals don't need it, but others might have an easier time locating the garage.

As mentioned above, the wayfinding signage does not mention all facilities, which can be confusing for someone who is looking for a specific facility. It also fails to highlight the useful evening/weekend resources – the Gothic Street garage and the garage on Smith's campus that is made available to the public after weekday hours.

An upgrade to the directional signage system would be helpful. The primary focus should be on signage that gives more direction, earlier. The example at right, from San Francisco, is straightforward signage like Northampton's (as opposed to a unique "branding" campaign), but it provides three things Northampton's signs don't. First, it identifies the name of the facility, which is helpful when there are as many public lots as Northampton has and as circuitous a street "grid" to find a given facility. Second, it provides direction early: the sign is pointing straight ahead, assuring the driver they are headed the right way and giving them a "trail" to follow before they get to a decision point where they need to turn. This sign appears about two blocks before the right turn onto Hoff Street, which is helpful to someone who is not sure where to look for a facility. Finally, the more vibrant coloring is helpful to make the sign stand out.

The existing large blue signs at the entrance to the lots that show lot names and rates are good.

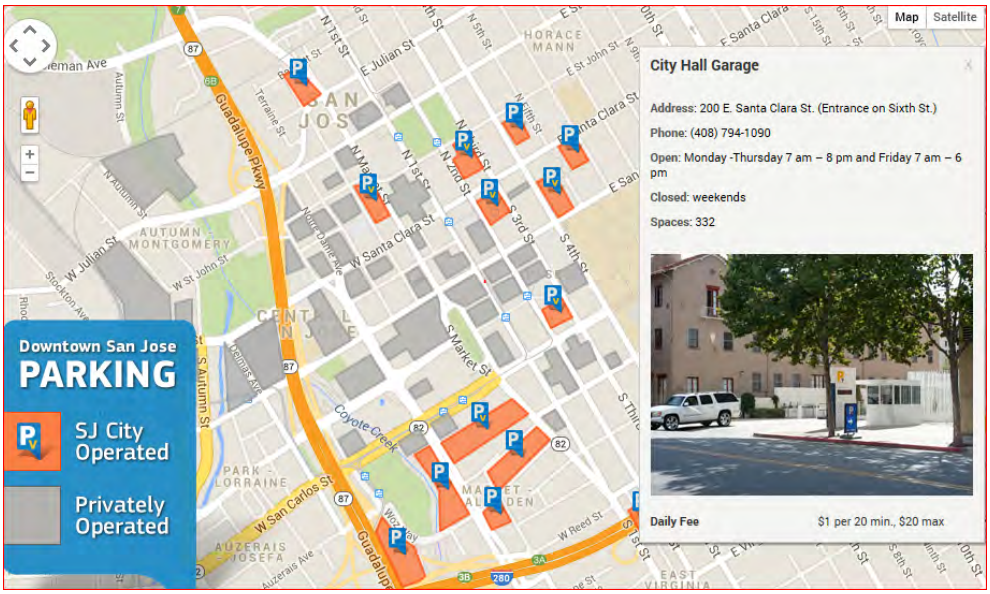
Signage may seem like a small issue, but it contributes to the stress mentioned in the public meeting, especially where streets are winding or one way. Good signage gives a heads up so that a driver doesn't wonder if there are any locations ahead, and it is easy to identify amidst many visual cues in the streetscape. Naming the facilities is a plus as well; many visitors will have been told to use a specific lot, or will have identified a choice on the internet in advance; these parkers will appreciate the confirmation.

We recommend soliciting the input of a signage consultant to help plan locations and graphics for an updated system.

PARKING INFORMATION

Parking apps are becoming popular for finding parking from one's car, often including real-time parking availability. Parking locator apps like bestparking.com address larger municipalities. Real-time availability displays would require loop detectors and detailed management of count systems in the surface lot; it is not a necessity at this point. (If other management recommendations cited are insufficient to remove the stress of the parking system, app-based parking guidance should be considered in the longer term.) But tourists and newcomers to the area are likely to check the web to find information on parking in Northampton, even as they are driving into town, and the information should be as easy to find and as clear as possible. In general the City's information good – there is clear direction from the City's homepage for visitors, including a transportation section with a link to the parking map. The map would be improved by including one-way street information and more information on what "short term" and "long term" mean, and the reparking regulations. The

map suggests that access to the garage is directly to its south – actually an alley (we made this mistake on our first visit and had a frustrating loop to get back to the entrance) – and should locate entrances clearly. The parking website below is a nice example of a very clear, to-scale, interactive webpage for parking that provides a photo, a description of the facility entrance location, the rates and the hours.



Source: sjparkingdowntown.com, 2014

The web information should also highlight more clearly the availability of additional resources nights and weekends, including the Gothic Street Garage and the garage on Smith's campus that is available to the public at these times. This is a good resource for the Academy of Music in particular.

New York's transit system created an "AppQuest" contest in which people developed apps to help guide people on, and provide schedule information for, the subway system. The City might consider working with the local colleges to sponsor a contest for students to create a parking app for the City. This would be a good "real life" software challenge for the students, would result in a substantial prize for the winner, and would hopefully result in a creative and useful tool for the City's visitors.

SUMMARY OF FINDINGS AND RECOMMENDATIONS

The management techniques in place in Northampton are sound, but some "tweaks" should help to reduce pressure on employees looking for all-day parking and visitors needing easy access.

Short Term

- Increase the rate on Main Street from 75¢ per hour to $1 per hour now, and increase it by 25¢ annually to get to $1.50 over the next few years.
- Allow two-hour parking on Main Street, with signage clearly stating that no reparking on Main Street is allowed.
- Charge and enforce on Main Street until 8 p.m., but delay meter start times from 8 a.m. to 9 a.m.
- Consider joining the lots on the Masonic Lot block.
- Allow three-hour parking in the Armory Lot.
- Work with business owners to explore options to make more efficient use of under-utilized private lots.
- Allow three-hour parking at the Masonic Lot, with no reparking allowed.
- Change-making capacity or credit card acceptance on the surface lots would make these lots easier to use.
- Retain a signage and graphics consultant to improve wayfinding.
- Perform site studies to understand options and costs for potential garage sites.
- Sponsor a contest at the local universities to develop a downtown parking app.
- Work with downtown businesses to explore the possibility of a valet service for downtown businesses.
- Consider a cheap permit in peripheral lots for students of downtown trade schools. Permits should be strictly limited to periods of time when school is in session.
- Increase parking fines, and ensure that adequate enforcement staff is available to prevent abuse of the two-hour limit on Main Street. It is imperative to keep turnover happening.

Longer Term

- Phase out the free hour in the garage.
- Allow three-hour parking in the Masonic Street Lot.
- Consider upgrading to pay-by-plate meters as single- or multi-space meters start to need replacement. Pay-by-plate will allow off-street parking to be controlled by price more than time limits, which adds the flexibility the public is seeking. It will also allow for pay-by-cell, credit card acceptance, and other amenities to improve the parking experience.

APPENDIX A

WALKER
PARKING CONSULTANTS

APPENDIX A

OCCUPANCY COUNTS – WEDNESDAY DAYTIME

WALKER PARKING CONSULTANTS

			30 Minute			1 hour			2 hour			10 hr			Unlimiited/free			On-street Subtotal			Off-Street Public			Private			Total				
Block	Name	Description	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ 1	Occ 2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Occ1%	Occ2%
1	Main	From State to Center				21	10	6	0	0	0							21	10	6							21	10	6	48%	29%
1	Center	From Main to State							26	18	22							26	18	22							26	18	22	69%	85%
1	State	From Center to Main							9	5	4							9	5	4							9	5	4	56%	44%
2	South (Rt 10)	From Main to Hawley/Sullivan Lot							0	0	0	12	8	7				12	8	7							12	8	7	67%	58%
2	Lot A	Hawley/Sullivan																0	0	0				91	75	88	91	75	88	82%	97%
3	Main	From New South to Crafts				12	6	11	0	0	0							12	6	11							12	6	11	50%	92%
3	Crafts	From Main to Roundhouse							13	11	11							13	11	11							13	11	11	85%	85%
3	Lot A	Muni Lot	4	2	2													4	2	2				20	10	13	24	12	15	50%	63%
3	Lot B	Round House Plaza																0	0	0				10	7	7	10	7	7	70%	70%
3	Lot C	Round House Lot																0	0	0	178	126	145				178	126	145	71%	81%
3	Lot D	Private Employee																0	0	0				33	33	33	33	33	33	100%	100%
4	Main	From Crafts to Old State				10	7	8	0	0	0							10	7	8							10	7	8	70%	80%
5	Main	From Old State to Pleasant	4	0	2	24	21	20	0	0	0							28	21	22							28	21	22	75%	79%
5	Pleasant	From Main to Hampton							7	5	5							7	5	5							7	5	5	71%	71%
5	Armory	From Pleasant to Kirkland	7	6	5													7	6	5							7	6	5	86%	71%
5	Old South	From Hampton to Main							7	7	8							7	7	8							7	7	8	100%	114%
5	Lot A	Armory St																0	0	0	88	33	36	17	13	13	105	46	49	44%	47%
5	Lot B	Garage																0	0	0	364	266	321				364	266	321	73%	88%
6	Pleasant	From Hampton to Railroad							9	5	9							9	5	9							9	5	9	56%	100%
6	Lot A	Hampton Ct																0	0	0				75	68	56	75	68	56	91%	75%
6	Lot B	Hampton Ave																0	0	0	100	98	96				100	98	96	98%	96%
7	Randolph	From Pleasant to condo lot																0	0	0				12	10	8	12	10	8	83%	67%
7	Pleasant	From Rail Trail to Randolph							0	0	0	4	3	3				4	3	3							4	3	3	75%	75%
7	Lot A	Condo																0	0	0				47	18	15	47	18	15	38%	32%
8	Pleasant	From Kingsley to Michelman							0	0	0	7	5	2				7	5	2							7	5	2	71%	29%
8	Lot A	Private/Patron																0	0	0				24	6	3	24	6	3	25%	13%
9	Pleasant	From Holyoke to Short							7	2	4							7	2	4							7	2	4	29%	57%
9	Lot A	Private/Patron																0	0	0				19	14	11	19	14	11	74%	58%
10	Pleasant	From Short to Railroad							10	3	2							10	3	2							10	3	2	30%	20%
10	Lot A	Private School																0	0	0				32	32	25	32	32	25	100%	78%
10	Lot B	Union Station																0	0	0	111	109	111	14	9	13	125	118	124	94%	99%
11	Pleasant	From Railroad to Pearl							5	1	2							5	1	2							5	1	2	20%	40%
11	Pearl	From Pleasant to Strong							7	1	5							7	1	5							7	1	5	14%	71%
12	Pearl	From Strong to Pleasant							3	1	1							3	1	1							3	1	1	33%	33%
12	Pleasant	From Pearl to Main							14	7	13							14	7	13							14	7	13	50%	93%
12	Main	From Pleasant to Strong				11	7	9	0	0	0							11	7	9							11	7	9	64%	82%
12	Strong	From Main to Pearl							15	4	11							15	4	11							15	4	11	27%	73%
12	Lot A	Strong Ave																0	0	0	64	43	47				64	43	47	67%	73%
12	Lot B	Private																0	0	0				53	24	23	53	24	23	45%	43%
13	Main	From Strong to Post office				14	13	13	0	0	0							14	13	13							14	13	13	93%	93%
13	Lot A	Post Office																0	0	0				63	34	27	63	34	27	54%	43%
13	Lot B	Private - Tenants																0	0	0				24	11	8	24	11	8	46%	33%
14	Main {Bridge}	From post office to Market													9	6	6	9	6	6							9	6	6	67%	67%
14	Lot A	Private - Patrons																0	0	0				50	34	34	50	34	34	68%	68%
15	Main	From Market to King				19	13	17	0	0	0							19	13	17							19	13	17	68%	89%
15	King	From Main to Merrick							2	1	2							2	1	2							2	1	2	50%	100%
15	Merrick	From King to lots							8	4	7							8	4	7							8	4	7	50%	88%
15	Lot A	Fitzwilly's - Permit																0	0	0				37	35	35	37	35	35	95%	95%
16	Merrick	From lots to King							12	12	12							12	12	12							12	12	12	100%	100%
16	King	From Merrick to church							16	5	6							16	5	6							16	5	6	31%	38%
16	Lot A	Court																0	0	0				79	40	38	79	40	38	51%	48%
16	Lot B	Bank																0	0	0				17	11	11	17	11	11	65%	65%
16	Lot C	Sci & Learning																0	0	0				5	3	5	5	3	5	60%	100%
16	Lot D	Bank																0	0	0				23	32	34	23	32	34	139%	148%
16	Lot E	Insurance/DA																0	0	0				41	36	35	41	36	35	88%	85%
16	Lot F	Church																0	0	0				84	7	7	84	7	7	8%	8%
17	King	From Allen Pl to Main							24	9	12							24	9	12							24	9	12	38%	50%
17	Lot A	Hotel Northampton																0	0	0				127	64	73	127	64	73	50%	57%
17	Lot B	Court Personnel																0	0	0				10	7	9	10	7	9	70%	90%
18	Gothic	From Trumbull to Main							42	21	33							42	21	33							42	21	33	50%	79%
18	Main	From Gothic to Center				9	8	9										9	8	9							9	8	9	89%	100%
18	Center	From Main to State							18	9	13							18	9	13							18	9	13	50%	72%
18	State	From Center to Trumbull							16	17	12							16	17	12							16	17	12	106%	75%
18	Lot A	James House Lot																0	0	0	49	49	49	6	6	6	55	55	55	100%	100%
18	Lot B	Staff Lot																0	0	0				10	5	7	10	5	7	50%	70%
18	Lot C	Drug Store																0	0	0				40	35	36	40	35	36	88%	90%
18	Lot D	Gothic St Garage																0	0	0				43	43	42	43	43	42	100%	98%
19	Center	From Masonic to Main							13	11	9							13	11	9							13	11	9	85%	69%
19	Main	From Center to Masonic				40	34	32	0	0	0							40	34	32							40	34	32	85%	80%
19	Lot A	Masonic Lot																0	0	0	56	41	33				56	41	33	73%	59%
19	Lot B	Private Lot																0	0	0				38	27	23	38	27	23	71%	61%
19	Lot C	Verizon																0	0	0				31	4	6	31	4	6	13%	19%
19	Lot D	TD Bank																0	0	0	31	33	31				31	33	31	106%	100%
20	State	From Button to Center							16	11	8							16	11	8							16	11	8	69%	50%
20	Center	From State to Masonic							13	15	5							13	15	5							13	15	5	115%	38%
20	Masonic	From Center to Button							15	12	12							15	12	12							15	12	12	80%	80%
20	Button	From Masonic to State																0	0	0				3	3	2	3	3	2	100%	67%
20	Lot A	State St Deli																0	0	0				46	33	29	46	33	29	72%	63%
21	Button	From State to Masonic																0	0	0				15	8	10	15	8	10	53%	67%
21	Masonic	From Button to Main							5	5	4							5	5	4							5	5	4	100%	80%
21	Main	From Masonic to State				4	3	3	0	0	0							4	3	3							4	3	3	75%	75%
Total			15	8	9	164	122	128	332	202	232	23	16	12	9	6	6	543	354	387	1041	798	869	1239	797	785	2823	1949	2041		

APPENDIX A

OCCUPANCY COUNTS – WEDNESDAY EVENING

		30 Minute		1 Hour		2 Hour		10 Hr		Unlimited/Free		On Street Subtotal		On Street Public		Private		Total		
Block		Inv	Occ3	Inv	Occ3	Inv	Occ3	Inv	Occ3	Inv	Occ3	Inv	Occ3	Inv	Occ 3	Inv	Occ3			Occ3%
1 Main	From State to Center			21	3	0	0					21	3					21	3	14%
1 Center	From Main to State					26	6					26	6					26	6	23%
1 State	From Center to Main					9	8					9	8					9	8	89%
2 South (Rt 10)	From Main to Hawley/Sullivan Lot					0	0	12	10			12	10					12	10	83%
2 Lot A	Hawley/Sullivan											0	0			91	71	91	71	78%
3 Main	From New South to Crafts			12	11	0	0					12	11					12	11	92%
3 Crafts	From Main to Roundhouse					13	13					13	13					13	13	100%
3 Lot A	Muni Lot	4	4									4	4			20	6	24	10	42%
3 Lot B	Round House Plaza											0	0			10	4	10	4	40%
3 Lot C	Round House Lot											0	0	178	62			178	0	0%
3 Lot D	Private Employee											0	0			33	4	33	4	12%
4 Main	From Crafts to Old State			10	8	0	0					10	8					10	8	80%
5 Main	From Old State to Pleasant	4	2	24	18	0	0					28	20					28	20	71%
5 Pleasant	From Main to Hampton					7	7					7	7					7	7	100%
5 Armory	From Pleasant to Kirkland	7	0									7	0					7	0	0%
5 Old South	From Hampton to Main					7	10					7	10					7	10	143%
5 Lot A	Armory St											0	0	88	84	17	2	105	2	2%
5 Lot B	Garage											0	0	364	152			364	0	0%
6 Pleasant	From Hampton to Railroad					9	9					9	9					9	9	100%
6 Lot A	Hampton Ct											0	0			75	56	75	56	75%
6 Lot B	Hampton Ave											0	0	100	79			100	0	0%
7 Randolph	From Pleasant to condo lot											0	0			12	3	12	3	25%
7 Pleasant	From Rail Trail to Randolph					0	0	4	2			4	2					4	2	50%
7 Lot A	Condo											0	0			47	23	47	23	49%
8 Pleasant	From Kingsley to Michelman					0	0	7	4			7	4					7	4	57%
8 Lot A	Private/Patron											0	0			24	12	24	12	50%
9 Pleasant	From Holyoke to Short					7	5					7	5					7	5	71%
9 Lot A	Private/Patron											0	0			19	0	19	0	0%
10 Pleasant	From Short to Railroad					10	9					10	9					10	9	90%
10 Lot A	Private School											0	0			32	17	32	17	53%
10 Lot B	Union Station											0	0	111	48	14	7	125	7	6%
11 Pleasant	From Railroad to Pearl					5	2					5	2					5	2	40%
11 Pearl	From Pleasant to Strong					7	7					7	7					7	7	100%
12 Pearl	From Strong to Pleasant					3	3					3	3					3	3	100%
12 Pleasant	From Pearl to Main					14	16					14	16					14	16	114%
12 Main	From Pleasant to Strong			11	9	0	0					11	9					11	9	82%
12 Strong	From Main to Pearl					15	14					15	14					15	14	93%
12 Lot A	Strong Ave											0	0	64	57			64	0	0%
12 Lot B	Private											0	0			53	15	53	15	28%
13 Main	From Strong to Post office			14	6	0	0					14	6					14	6	43%
13 Lot A	Post Office											0	0			63	25	63	25	40%
13 Lot B	Private - Tenants											0	0			24	5	24	5	21%
14 Main {Bridge}	From post office to Market									9	3	9	3					9	3	33%
14 Lot A	Private - Patrons											0	0			50	41	50	41	82%
15 Main	From Market to King			19	15	0	0					19	15					19	15	79%
15 King	From Main to Merrick					2	2					2	2					2	2	100%
15 Merrick	From King to lots					8	8					8	8					8	8	100%
15 Lot A	Fitzwilly's - Permit											0	0			37	27	37	27	73%
16 Merrick	From lots to King					12	11					12	11					12	11	92%
16 King	From Merrick to church					16	12					16	12					16	12	75%
16 Lot A	Court											0	0	79	74			79	0	0%
16 Lot B	Bank											0	0			17	2	17	2	12%
16 Lot C	Sci & Learning											0	0			5	0	5	0	0%
16 Lot D	Bank											0	0			23	9	23	9	39%
16 Lot E	Insurance/DA											0	0			41	3	41	3	7%
16 Lot F	Church											0	0			84	5	84	5	6%
17 King	From Allen Pl to Main					24	17					24	17					24	17	71%
17 Lot A	Hotel Northampton											0	0			127	57	127	57	45%
17 Lot B	Court Personnel											0	0			10	1	10	1	10%
18 Gothic	From Trumbull to Main					42	14					42	14					42	14	33%
18 Main	From Gothic to Center			9	6							9	6					9	6	67%
18 Center	From Main to State					18	19					18	19					18	19	106%
18 State	From Center to Trumbull					16	13					16	13					16	13	81%
18 Lot A	James House Lot											0	0	49	10	6	0	55	0	0%
18 Lot B	Staff Lot											0	0			10	3	10	3	30%
18 Lot C	Drug Store											0	0			40	20	40	20	50%
18 Lot D	Gothic St Garage											0	0	43	0			43	0	0%
19 Center	From Masonic to Main					13	13					13	13					13	13	100%
19 Main	From Center to Masonic			40	35	0	0					40	35					40	35	88%
19 Lot A	Masonic Lot											0	0	56	35			56	0	0%
19 Lot B	Private Lot											0	0			38	10	38	10	26%
19 Lot C	Verizon											0	0	31	6			31	0	0%
19 Lot D	TD Bank											0	0			31	16	31	16	52%
20 State	From Button to Center					16	16					16	16					16	16	100%
20 Center	From State to Masonic					13	11					13	11					13	11	85%
20 Masonic	From Center to Button					15	10					15	10					15	10	67%
20 Button	From Masonic to State											0	0			3	2	3	2	67%
20 Lot A	State St Deli											0	0			46	12	46	12	26%
21 Button	From State to Masonic											0	0			15	11	15	11	73%
21 Masonic	From Button to Main					5	5					5	5					5	5	100%
21 Main	From Masonic to State			4	3	0	0					4	3					4	3	75%
Total		15	6	164	114	332	260	23	16	9	3	543	399	1163	607	1117	469	2823	868	

APPENDIX A

OCCUPANCY COUNTS – SATURDAY DAYTIME

WALKER PARKING CONSULTANTS

Block			30 Minute		1 hour		2 hr/Unlimited		10 hr		Unlimited/free		On-Street Subtotal		Off-Street Public		Private		Total		
			Inv	Occ1	Inv	Occ1	Inv	Occ1	Inv	Occ 1	Inv	Occ1	Inv	Occ1	Inv	Occ1	Inv	Occ1			Occ1%
	1 Main	From State to Center			21	6	0	0					21	6					21	6	29%
	1 Center	From Main to State					26	20					26	20					26	20	77%
	1 State	From Center to Main					9	6					9	6					9	6	67%
	2 South (Rt 10)	From Main to Hawley/Sullivan Lot					0	0	12	11			12	11					12	11	92%
	2 Lot A	Hawley/Sullivan											0	0			91	23	91	23	25%
	3 Main	From New South to Crafts			12	6	0	0					12	6					12	6	50%
	3 Crafts	From Main to Roundhouse					13	11					13	11					13	11	85%
	3 Lot A	Muni Lot	4	1									4	1			20	10	24	11	46%
	3 Lot B	Round House Plaza											0	0			10	7	10	7	70%
	3 Lot C	Round House Lot											0	0	178	84			178	84	47%
	3 Lot D	Private Employee											0	0			33	0	33	0	0%
	4 Main	From Crafts to Old State			10	8	0	0					10	8					10	8	80%
	5 Main	From Old State to Pleasant	4	4	24	22	0	0					28	26					28	26	93%
	5 Pleasant	From Main to Hampton					7	7					7	7					7	7	100%
	5 Armory	From Pleasant to Kirkland	7	4									7	4					7	4	57%
	5 Old South	From Hampton to Main					7	7					7	7					7	7	100%
	5 Lot A	Armory St											0	0	88	51	17	4	105	55	52%
	5 Lot B	Garage											0	0	364	342			364	342	94%
	6 Pleasant	From Hampton to Railroad					9	11					9	11					9	11	122%
	6 Lot A	Hampton Ct											0	0			75	57	75	57	76%
	6 Lot B	Hampton Ave											0	0	100	99			100	99	99%
	7 Randolph	From Pleasant to condo lot											0	0			12	6	12	6	50%
	7 Pleasant	From Rail Trail to Randolph					0	0	4	3			4	3					4	3	75%
	7 Lot A	Condo											0	0			47	29	47	29	62%
	8 Pleasant	From Kingsley to Michelman					0	0	7	4			7	4					7	4	57%
	8 Lot A	Private/Patron											0	0			24	10	24	10	42%
	9 Pleasant	From Holyoke to Short					7	6					7	6					7	6	86%
	9 Lot A	Private/Patron											0	0			19	5	19	5	26%
	10 Pleasant	From Short to Railroad					10	9					10	9					10	9	90%
	10 Lot A	Private School											0	0			32	4	32	4	13%
	10 Lot B	Union Station											0	0	111	84	14	9	125	93	74%
	11 Pleasant	From Railroad to Pearl					5	2					5	2					5	2	40%
	11 Pearl	From Pleasant to Strong					7	5					7	5					7	5	71%
	12 Pearl	From Strong to Pleasant					3	3					3	3					3	3	100%
	12 Pleasant	From Pearl to Main					14	12					14	12					14	12	86%
	12 Main	From Pleasant to Strong			11	11	0	0					11	11					11	11	100%
	12 Strong	From Main to Pearl					15	9					15	9					15	9	60%
	12 Lot A	Strong Ave											0	0	64	59			64	59	92%
	12 Lot B	Private											0	0			53	23	53	23	43%
	13 Main	From Strong to Post office			14	13	0	0					14	13					14	13	93%
	13 Lot A	Post Office											0	0			63	2	63	2	3%
	13 Lot B	Private - Tenants											0	0			24	13	24	13	54%
	14 Main {Bridge}	From post office to Market									9	7	9	7					9	7	78%
	14 Lot A	Private - Patrons											0	0			50	33	50	33	66%
	15 Main	From Market to King			19	12	0	0					19	12					19	12	63%
	15 King	From Main to Merrick					2	1					2	1					2	1	50%
	15 Merrick	From King to lots					8	7					8	7					8	7	88%
	15 Lot A	Fitzwilly's - Permit											0	0			37	24	37	24	65%
	16 Merrick	From lots to King					12	11					12	11					12	11	92%
	16 King	From Merrick to church					16	16					16	16					16	16	100%
	16 Lot A	Court											0	0			79	66	79	66	84%
	16 Lot B	Bank											0	0			17	9	17	9	53%
	16 Lot C	Sci & Learning											0	0			5	3	5	3	60%
	16 Lot D	Bank											0	0			23	6	23	6	26%
	16 Lot E	Insurance/DA											0	0			41	8	41	8	20%
	16 Lot F	Church											0	0			84	3	84	3	4%
	17 King	From Allen Pl to Main					24	14					24	14					24	14	58%
	17 Lot A	Hotel Northampton											0	0			127	113	127	113	89%
	17 Lot B	Court Personnel											0	0			10	7	10	7	70%
	18 Gothic	From Trumbull to Main					42	18					42	18					42	18	43%
	18 Main	From Gothic to Center			9	8							9	8					9	8	89%
	18 Center	From Main to State					18	15					18	15					18	15	83%
	18 State	From Center to Trumbull					16	19					16	19					16	19	119%
	18 Lot A	James House Lot											0	0	49	14	6	0	55	14	25%
	18 Lot B	Staff Lot											0	0			10	0	10	0	0%
	18 Lot C	Drug Store											0	0			40	16	40	16	40%
	18 Lot D	Gothic St Garage											0	0			43	0	43	0	0%
	19 Center	From Masonic to Main					13	10					13	10					13	10	77%
	19 Main	From Center to Masonic			40	37	0	0					40	37					40	37	93%
	19 Lot A	Masonic Lot											0	0	56	53			56	53	95%
	19 Lot B	Private Lot											0	0			38	6	38	6	16%
	19 Lot C	Verizon											0	0			31	2	31	2	6%
	19 Lot D	TD Bank											0	0	31	5			31	5	16%
	20 State	From Button to Center					16	7					16	7					16	7	44%
	20 Center	From State to Masonic					13	9					13	9					13	9	69%
	20 Masonic	From Center to Button					15	12					15	12					15	12	80%
	20 Button	From Masonic to State											0	0			3	3	3	3	100%
	20 Lot A	State St Deli											0	0			46	46	46	46	100%
	21 Button	From State to Masonic											0	0			15	7	15	7	47%
	21 Masonic	From Button to Main					5	3					5	3					5	3	60%
	21 Main	From Masonic to State			4	1	0	0					4	1					4	1	25%
Total			15	9	164	124	332	250	23	18	9	7	543	408	1041	791	1239	554	2823	1753	

APPENDIX A

OCCUPANCY COUNTS – SATURDAY EVENING

			30 Minute			1 Hour			2 Hr/Unlimited			10 Hr			Unlimited/Free			On-Street Subtotal		On-Street Public		Private		Total		
Block	Name	Description	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ1	Occ2	Inv	Occ 1	Occ 2	Inv	Occ1	Occ2	Inv	Occ2	Inv	Occ2	Inv	Occ2			Occ2%
1	Main	From State to Center				21	6	6	0	0	0							21	6					21	6	29%
1	Center	From Main to State							26	20	12							26	12					26	12	46%
1	State	From Center to Main							9	6	5							9	5					9	5	56%
2	South (Rt 10)	From Main to Hawley/Sullivan Lot							0	0	0	12	11	11				12	11					12	11	92%
2	Lot A	Hawley/Sullivan																0	0			91	50	91	50	55%
3	Main	From New South to Crafts				12	6	11	0	0	0							12	11					12	11	92%
3	Crafts	From Main to Roundhouse							13	11	11							13	11					13	11	85%
3	Lot A	Muni Lot	4	1	2													4	2			20	13	24	15	63%
3	Lot B	Round House Plaza																0	0			10	7	10	7	70%
3	Lot C	Round House Lot																0	0	178	92			178	92	52%
3	Lot D	Private Employee																0	0			33	0	33	0	0%
4	Main	From Crafts to Old State				10	8	10	0	0	0							10	10					10	10	100%
5	Main	From Old State to Pleasant	4	4	4	24	22	24	0	0	0							28	28					28	28	100%
5	Pleasant	From Main to Hampton							7	7	2							7	2					7	2	29%
5	Armory	From Pleasant to Kirkland	7	4	4													7	4					7	4	57%
5	Old South	From Hampton to Main							7	7	7							7	7					7	7	100%
5	Lot A	Armory St																0	0	88	67	17	4	105	71	68%
5	Lot B	Garage																0	0	364	293			364	293	80%
6	Pleasant	From Hampton to Railroad							9	11	9							9	9					9	9	100%
6	Lot A	Hampton Ct																0	0			75	47	75	47	63%
6	Lot B	Hampton Ave																0	0	100	99			100	99	99%
7	Randolph	From Pleasant to condo lot																0	0			12	8	12	8	67%
7	Pleasant	From Rail Trail to Randolph							0	0	0	4	3	4				4	4					4	4	100%
7	Lot A	Condo																0	0			47	26	47	26	55%
8	Pleasant	From Kingsley to Michelman							0	0	0	7	4	6				7	6					7	6	86%
8	Lot A	Private/Patron																0	0			24	23	24	23	96%
9	Pleasant	From Holyoke to Short							7	6	6							7	6					7	6	86%
9	Lot A	Private/Patron																0	0			19	11	19	11	58%
10	Pleasant	From Short to Railroad							10	9	9							10	9					10	9	90%
10	Lot A	Private School																0	0			32	2	32	2	6%
10	Lot B	Union Station																0	0	111	47	14	21	125	68	54%
11	Pleasant	From Railroad to Pearl							5	2	3							5	3					5	3	60%
11	Pearl	From Pleasant to Strong							7	5	5							7	5					7	5	71%
12	Pearl	From Strong to Pleasant							3	3	3							3	3					3	3	100%
12	Pleasant	From Pearl to Main							14	12	14							14	14					14	14	100%
12	Main	From Pleasant to Strong				11	11	10	0	0	0							11	10					11	10	91%
12	Strong	From Main to Pearl							15	9	14							15	14					15	14	93%
12	Lot A	Strong Ave																0	0	64	63			64	63	98%
12	Lot B	Private																0	0			53	53	53	53	100%
13	Main	From Strong to Post office				14	13	14	0	0	0							14	14					14	14	100%
13	Lot A	Post Office																0	0			63	22	63	22	35%
13	Lot B	Private - Tenants																0	0			24	7	24	7	29%
14	Main {Bridge}	From post office to Market													9	7	7	9	7					9	7	78%
14	Lot A	Private - Patrons																0	0			50	43	50	43	86%
15	Main	From Market to King				19	12	18	0	0	0							19	18					19	18	95%
15	King	From Main to Merrick							2	1	2							2	2					2	2	100%
15	Merrick	From King to lots							8	7	8							8	8					8	8	100%
15	Lot A	Fitzwilly's - Permit																0	0			37	19	37	19	51%
16	Merrick	From lots to King							12	11	10							12	10					12	10	83%
16	King	From Merrick to church							16	16	8							16	8					16	8	50%
16	Lot A	Court																0	0	79	76			79	76	96%
16	Lot B	Bank																0	0			17	4	17	4	24%
16	Lot C	Sci & Learning																0	0			5	3	5	3	60%
16	Lot D	Bank																0	0			23	8	23	8	35%
16	Lot E	Insurance/DA																0	0			41	12	41	12	29%
16	Lot F	Church																0	0			84	2	84	2	2%
17	King	From Allen Pl to Main							24	14	19							24	19					24	19	79%
17	Lot A	Hotel Northampton																0	0			127	110	127	110	87%
17	Lot B	Court Personnel																0	0			10	8	10	8	80%
18	Gothic	From Trumbull to Main							42	18	19							42	19					42	19	45%
18	Main	From Gothic to Center				9	8	10										9	10					9	10	111%
18	Center	From Main to State							18	15	18							18	18					18	18	100%
18	State	From Center to Trumbull							16	19	16							16	16					16	16	100%
18	Lot A	James House Lot																0	0	49	14	6	0	55	14	25%
18	Lot B	Staff Lot																0	0			10	0	10	0	0%
18	Lot C	Drug Store																0	0			40	15	40	15	38%
18	Lot D	Gothic St Garage																0	0	43	2			43	2	5%
19	Center	From Masonic to Main							13	10	12							13	12					13	12	92%
19	Main	From Center to Masonic				40	37	40	0	0	0							40	40					40	40	100%
19	Lot A	Masonic Lot																0	0	56	54			56	54	96%
19	Lot B	Private Lot																0	0			38	5	38	5	13%
19	Lot C	Verizon																0	0			31	4	31	4	13%
19	Lot D	TD Bank																0	0	31	28			31	28	90%
20	State	From Button to Center							16	7	14							16	14					16	14	88%
20	Center	From State to Masonic							13	9	13							13	13					13	13	100%
20	Masonic	From Center to Button							15	12	13							15	13					15	13	87%
20	Button	From Masonic to State																0	0			3	3	3	3	100%
20	Lot A	State St Deli																0	0			46	18	46	18	39%
21	Button	From State to Masonic																0	0			15	6	15	6	40%
21	Masonic	From Button to Main							5	3	5							5	5					5	5	100%
21	Main	From Masonic to State				4	1	4	0	0	0							4	4					4	4	100%
Total			15	9	10	164	124	147	332	250	257	23	18	21	9	7	7	543	442	1163	835	1117	554	2823	1831	

APPENDIX B

THE CITY OF SAN DIEGO

RECORDING REQUESTED BY:
THE CITY OF SAN DIEGO
AND WHEN RECORDED MAIL TO:

_____

_____

_____

(THIS SPACE IS FOR RECORDER'S USE ONLY)

SHARED PARKING AGREEMENT

This SHARED PARKING AGREEMENT ("Agreement") is entered into and effective _____, 20_____, by and between _____, _____and the City of San Diego.

RECITALS

WHEREAS, pursuant to sections 142.0535 and 142.0545 of the Land Development Code, the City of San Diego specifies criteria which must be met in order to utilize off-site shared parking agreements to satisfy on-site parking requirements.

NOW, THEREFORE, in consideration of the recitals and mutual obligations of the parties as herein expressed, _____, _____ and the City of San Diego agree as follows:

1. _____ the owner of the property located at _____, agrees to provide _____ the owner of the property located at _____ with the right to the use of (____) parking spaces _____ from _____ as shown on Exhibit A to this Agreement on property located at _____.

   1.1 Applicant: _____ Co-Applicant: _____
   Assessor Parcel No: _____ Assessor Parcel No: _____
   Legal Description: _____ Legal Description: _____
   _____ _____

2. The parking spaces referred to in this Agreement have been determined to conform to current City of San Diego standards for parking spaces, and the parties agree to maintain the parking spaces to meet those standards.

3. The Parties understand and agree that if for any reason the off-site parking spaces are no longer available for use by _____, _____ will be in violation of the City of San Diego Land Development Code requirements. If the off-site parking spaces are no longer available, Applicant will be required to reduce or cease operation and use of the property at Applicant's address to an intensity approved by the City in order to bring the property into conformance with the Land Development Code requirements for required change for required parking. Applicant agrees to waive any right to contest enforcement of the City's Land Development Code in this manner should this circumstance arise.

   Although the Applicant may have recourse against the Party supplying off-site parking spaces for breach of this Agreement, in no circumstance shall the City be obligated by this agreement to remedy such breach. The Parties acknowledge that the sole recourse for the City if this Agreement is breached is against the Applicant in a manner as specified in this paragraph, and the City may invoke any remedy provided for in the Land Development Code to enforce such violation against the Applicant.

Continued on Page 2

4. The provisions and conditions of this Agreement shall run with the land for those properties referenced in paragraph 1 of this document and be enforceable against successors in interest and assigns of the signing parties.

5. Title to and the right to use the lots upon which the parking is to be provided will be subservient to the title to the property where the primary use it serves is situated.

6. The property or portion thereof on which the parking spaces are located will not be made subject to any other covenant or contract for use which interferes with the parking use, without prior written consent of the City.

7. This Agreement is in perpetuity and can only be terminated if replacement parking has been approved by the City's Director of the Development Services Department and written notice of termination of this agreement has been provided to the other party at least sixty (60) days prior to the termination date.

8. This Agreement shall be kept on file in the Development Services Department of the City of San Diego in Project Tracking System (PTS) Project Number: _____ and shall be recorded on the titles of those properties referenced in paragraph 1 of this document.

In Witness whereof, the undersigned have executed this Agreement.

_____
Applicant

Date: _____

_____
Party/Parties Supplying Spaces

Date: _____

_____
Deputy Director

Business and Process Management, Development Services

Date: _____

NOTE: ALL SIGNATURES MUST INCLUDE NOTARY ACKNOWLEDGMENTS PER CIVIL CODE SEC. 1180 ET.SEQ.

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